

Historic, Archive Document

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MASTODON STRAWBERRY

ALFRED BLACKBERRY

Make
**MORE MONEY
FROM FRUIT**
Emlong's
**FRUIT
PLANTS AND TREES
SHRUBS AND FLOWERS**

Henry Emlong & Son
Stevensville, Mich.

1932

MONARCH PLUM

BARTLETT PEAR

BALDWIN APPLE

SOUTH HAVEN PEACH

MASTODON

Worlds Greatest Everbearer
**EMLONG'S perfected STRAIN IS
— DEPENDABLE —**

When you buy EMLONG'S MASTODON you can be sure that you will receive the very best plants that can be grown. All unproductive and weak plants have been eliminated each year since we introduced Mastodon, until now we offer the most PERFECTED STRAIN of this WONDER BERRY.

Mastodon is now recognized by growers everywhere as the most profitable and dependable Everbearing Strawberry.

Thousands of letters are received every year from customers who have obtained big yields of beautiful berries, but you cannot appreciate this marvelous Strawberry until you grow it yourself. Mastodon succeeds in a wide variety of soils and climatic conditions, and is practically frost-proof and drought resistant. It outyields all other Everbearers, and compares very favorably with the best June bearers, not only in yield but in quality and flavor.

Mastodon Works Hard

Plants set this spring in April or May will commence to bear in August and continue until winter. They bear a fine crop the next June, and after a short rest, the third crop comes the second fall. **THREE CROPS IN 18 MONTHS, FROM ONE PLANTING!** Can you ask for Strawberry plants to do more?

Berries are rich, glossy red; firm in quality; delicious in flavor; and many measure $5\frac{1}{2}$ inches around. A few berries fill a quart box, and folks are glad to pay 50c per quart for this delicious fruit in the fall!

Mr. Ed. Stanger of Johnston City, Tenn., bought 200 Mastodon plants from us in 1930 and harvested over 437 quarts of fruit the first fall. WON ALL THE BLUE RIBBONS AT FAIRS and made

\$216⁰⁰ and a \$50⁰⁰ prize FROM AN INVESTMENT OF \$4.65

You can do as well if you have a small plot of ground idle. **PLANT THIS SPRING!**

DON'T WAIT A YEAR FOR BERRIES

Mastodon plants set in April or May commence bearing this coming August.

Alma, Michigan,
October 28, 1931.
Emlong Nursery Company,
Stevensville, Michigan.

Gentlemen: On a recent tour of nurseries throughout the country, I found your Mastodon to be the best of all plants I saw of that variety. Send your catalog, as I intend to buy plants of you next spring.

HARRY H. SMITH.



Join our MASTODON GARDEN CLUB

You Can't Possibly Lose Anything, and You May Win a Cash Prize of \$50.00; \$30.00; or \$20.00.

Just send your order this spring for 200 Mastodon Everbearing Strawberry plants with remittance of \$3.95 and you become a member of the club. (Order early to avoid disappointment, as Mastodon plants always sell out early). We will send the plants at proper planting time this spring. Keep a record of the number of quarts of ripe berries you harvest from these 200 plants and send the report to reach us not later than October 20th.

EMLONG'S MASTODON GARDEN CLUB HAS BECOME THE MOST POPULAR GARDEN CLUB IN THE COUNTRY!

Every year we enroll a larger number of members and receive wonderful reports on results obtained from these plants. You don't need any previous experience in berry growing to raise good Mastodon berries. The plants reach you trimmed, and ready to set in the ground. We furnish planting instructions on request. Even if you don't win a prize, you will have all the delicious berries you can use on your table, for canning, and possibly some to sell—all from an investment of \$3.95 and a few minutes time. There's a great satisfaction in picking big, delicious Strawberries in your own back yard! Read what some of the 1931 members say:

"I could never believe that so few plants could produce such an abundance of fruit, but seeing is believing. Won a Blue Ribbon at the Fair."—MRS. T. RAGGENBAUER, Stratford, Wis.

"We had a snowstorm after I set out my Mastodon plants, but I did not lose a single plant."—MRS. JOSEPH CONWAY, Pittsford, Vt.

"We have had two heavy frosts but Mastodon is still bearing (Oct. 15, 1931). Those plants sure have big root systems, and produce a heavy yield of large berries."—JAMES J. BENTDAHL, R. 3, Madelia, Minn.

(NOTE: Winners of major prizes in previous years may compete but are ineligible to win another major prize).

\$100.00
IN CASH
PRIZES

1931 PRIZE WINNERS

(100 plant contest)

FIRST PRIZE, \$50.00
Mrs. Joseph Conway,
Pittsford, Vt.
263 Quarts Mastodon

SECOND PRIZE, \$30.00
Chas. A. Meier,
Carrollton, Mo.
246 Quarts Mastodon

THIRD PRIZE, \$20.00
James J. Bentdahl,
Madelia, Minn.
243 Quarts Mastodon

SURPRISE PRIZES: To five other contestants reporting 221 to 227 quarts Mastodon.





HENRY
EMLONG,
President.



RALPH
EMLONG,
Manager.

Nationally Known as
"THE SQUARE DEALING
NURSERYMEN"

More Than a Half Century of Experience Backs Up This Advice to Fruit Growers

For more than half a century the Emlong family have specialized in the breeding and production of fruit plants. My father and I have devoted our lives to this work.

Starting on a modest scale way back in 1880 we have had the satisfaction of seeing this business grow until "Emlong" has become the world's largest producer of fruit plants with more than 700 acres in choice nursery stock and more than 250,000 satisfied customers.

Right along with our own success we have had the satisfaction of seeing our customers succeed and make the big profits that the fruit growing industry yields so generously to those who start right and follow the simple common-sense procedure that insures success.

Your own intelligence will tell you that your success depends primarily on one thing—the quality of the stock you plant. Getting the right start with the right stock means more to you than all other factors combined. You would not expect to succeed in the poultry business or the dairy business with scrub stock and the same principles apply in fruit raising. Each fruit plant is a living, breathing organism with inborn and inbred characteristics that govern the quality and quantity of fruit it will produce for you.

Here at the Emlong Nurseries we utilize every known scientific method of selection, breeding, production and protection for shipment that will insure your getting perfect plants in perfect condition. Improved strains guarantee bumper yields of highest quality fruit. Hardy, vigorous plants for longer life. Free from disease. 100% true-to-name. With strong, fibrous roots for quick, sure growth.

Note the large crown and marvelous root system in the actual photograph of a typical Emlong plant shown on this page. That's the outstanding characteristic of any Emlong plant. It's the reason why every plant, tree, vine or shrub you buy from us is sure to grow and thrive—to resist drought and cold. To overcome every resistance and bring you big cash returns.

This great mass of fibrous roots is a sure sign of extra vigor and vitality. Plants with this super root system can be produced in only one way—the Emlong way.

Read about it on the following pages and you'll know why it pays big to start with Emlong plants.

Get the **RIGHT** **START**

Say WORLD'S LARGEST GROWERS



With vigorous, well-rooted stock like this, you are sure of quick-growing, big yielding plants that will make **REAL PROFITS**



Ralph T. Emlong

General Manager.

It takes HIGH GRADE PLANTS to Grow BIG CROPS!



Your Success Depends on Quality

The field shown above shows Emlong Strawberry plants "doing their duty" 100%. Section of a row (at the right) shows remarkable load of big berries produced by high grade plants such as we furnish our customers. With such plants your success is assured! Can you afford to waste money, time and land on poor, scrubby planting stock when you can buy BEST QUALITY from the WORLD'S LARGEST GROWER AT FAIR-AND-SQUARE PRICES?

Don't Be Fooled —

The nurseryman who offers to sell you plants at a cheap price "just to get your order this year" is **not doing you a favor—he is cheating you!** He fails to allow himself sufficient profit every year to feed and improve his soil, consequently turning out weaker plants, with less root system and vitality every year—cheating his customers on **Quality, Satisfaction and Profits.**

Better get to the **root** of things before you buy nursery stock! Even though you get inferior plants to grow by constant care, they will never produce the **quality or quantity** of fruit that you are sure to get from Emlong First-Quality Plants.

and Don't Be Robbed

Nursery salesmen and jobbers offer plants and trees at ridiculously high prices, claiming their stock to be better than ordinary. They often charge \$40.00 or more for plants which we sell at \$6.00. Such plants cannot be better than Emlong's for there is **NO BETTER NURSERY STOCK GROWN!** Our prices are entirely fair, because we grow our own stock and ship it direct to the buyer. We do not hire salesmen, for it would be necessary to increase our prices 50% to pay their commissions.

Emlong does not spend his profits on expensive radio broadcasting and flashy advertising to amuse folks. Our catalog is our only salesman and our many thousands of satisfied customers are our best advertising medium. Our profits go **BACK INTO THE SOIL** every year to bear interest in better plants for the future. (Glance over pages 6 and 7 to get a little idea of what it costs Emlong to produce Quality with a Backing).

We cut our selling expenses to a minimum, but never cut our plant-producing and packing expenses. Prices may change with prices of other commodities BUT EMLONG QUALITY STANDS FIRM!



FREE BOOK TELLS YOU HOW

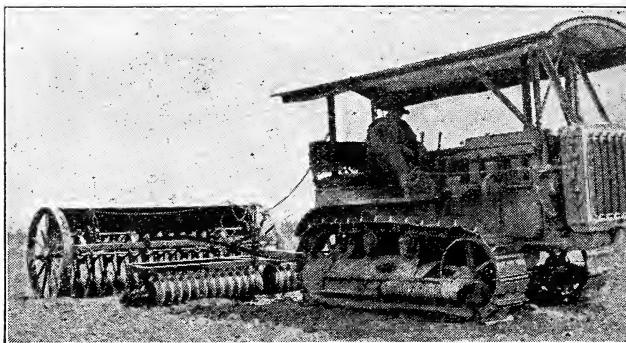
It's easy to succeed the Emlong way. We include this instruction book free with every shipment of fruit plants, trees, etc. If packers neglect to send yours, write for it.



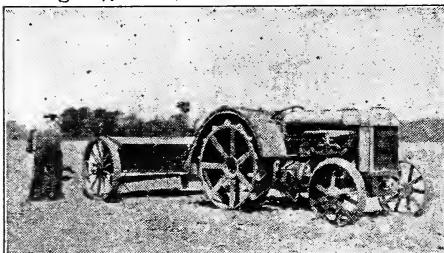
You Get the MOST out of EMLONG PLANTS



Typical stand of buckwheat which is turned under to enrich Emlong soil and give you thrifter plants. Two cover crops such as this precede every planting, assuring vigorous, well rooted stock.



Emlong's special 30-ton tractor pulling disc and drill to sow cover crops.



Trainloads of manure and commercial fertilizer are used yearly to keep soil in prime condition. We spare no expense in feeding our soil.



Sub-soiler and disc, specially designed for Emlong to pulverize the soil to a depth of 20 inches and insure long, fibrous root growth.



Cultivating by machine. Hoeing by hand. Machine and man power properly balanced on Emlong farms for highest efficiency.

SCIENTIFIC SELECTION AND BREEDING

We use only the highest fruiting types for our propagating fields and through scientific selection and breeding are constantly producing improved strains of the best varieties.

IDEAL CLIMATE FOR HARDY PLANTS

Our climate is ideal for growing nursery stock for we have a long growing season, frequent rains, an invigorating atmosphere tempered with Lake Michigan breeze, and a temperature that falls gradually to zero or below in late fall. Our stock has a world wide reputation for hardiness and vigor.

THE FINEST SOIL IN THE WORLD

Over 700 acres devoted to Emlong nursery stock. All located in the heart of Southwestern Michigan's great fruit belt. All mellow, rich, sandy loam. High and well drained, produces a marvelous root system on plants and trees, and insures rapid growth and long life. (No sappy, black-rooted, low-ground plants on our farms).

CONSTANT AND EXPERT SOIL IMPROVEMENT

We spare no expense in soil improvement. Every field is carefully studied and planned three years in advance. Every field is improved each year. All the modern methods and machinery known are employed to pulverize the soil to great depth and preserve moisture for the plants to use during dry seasons. Many carloads of expensive fertilizer and acres of excellent cover crops are incorporated with the soil every fall to prepare it for spring planting.

ALL PLANTS HAND-SET AT EXTRA COST

Every Emlong plant is carefully set out by hand because experience shows that hand planting is superior to any mechanical means. Emlong never spares expense when quality is at stake.

UNRIVALLED MACHINE EQUIPMENT

The machine equipment at Emlong's surpasses that of any nursery in the world. Several machines have been designed and built specially for us to perform pulverizing and tilling operations, better and cheaper than otherwise possible. It takes a special 30-ton tractor to pull one of these giant machines.

PLANTS NOT WEAKENED BY FRUITING

Emlong plants are not allowed to bear fruit. Every Emlong field is planted for the sole purpose of producing good plants. If we allowed the plants to fruit it would weaken the young stock. Our stock is vastly superior to stock from any bearing field.

WORLD'S LARGEST GROWERS OF FRUIT PLANTS



No other nursery can duplicate our facilities for large-scale production with consequent advantages in both quality and low costs.

Spraying the plants. This operation repeated frequently throughout the season to prevent disease and keep plants healthy.

Because We Put the **BEST** INTO THEM



The main packing house. Plants are hauled here direct from fields and grading sheds in covered trucks to protect them from wind and sun.

FREQUENT SPRAYING PREVENTS DISEASE

All Emlong plants are sprayed at regular intervals throughout the growing season to make them immune from disease and insect injury. Late type spraying equipment and approved spray formulas are employed.

CAREFUL DIGGING AND ACCURATE LABELING

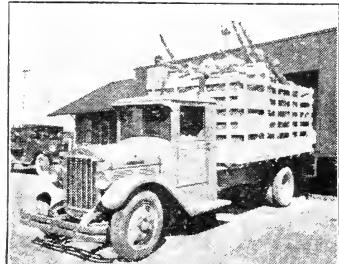
Emlong plants are dug by hand by trained experts who follow proved methods for getting "all the roots" without injury. These plants are then labeled in the fields immediately after digging to insure accurate labeling and the certainty of your always getting plants that are true-to-name.

IMPROVED PACKING FOR SAFE DELIVERY

From the moment of digging until Emlong plants reach you they are safeguarded against injury at every turn. Hauled from field to packing shed in covered trucks, protected from sun, wind and evaporation. Then packed by improved methods, using plenty of wet moss around the roots to prevent drying out. No storage cellars on our farms. We ship you freshly dug stock, protected so that it will reach you in perfect planting condition no matter where you live.

DOUBLE INSPECTED BY STATE ENTOMOLOGISTS

Emlong plants are inspected twice yearly by state entomologists. Our stock, methods of planting, growing and packing are invariably praised highly by these state employed experts who help us safeguard quality.



Each lot of plants wrapped with skill and carefully loaded into railroad cars for prompt shipment.



Plants are labeled like this in the field, immediately after digging, to make sure that you get true-to-name stock.

Emlong's Guarantee Protects You

Every Emlong plant, tree, vine or shrub is guaranteed to be true-to-name, free from disease and carefully packed to reach you in growing condition. Our business has been built up on a foundation of 100% satisfied customers.

100% STAND—AFTER SHIPPING 2000 MILES

Vista, Calif.

I planted 6566 of your Strawberry plants and have 6566 living plants today. I have never before seen plants with the strong root system your plants have, which of course is the reason for this perfect record.

AVOCADO RANCH AND NURSERY.

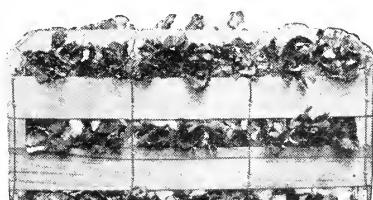
Taylor, Penn.

Within the past 3 years I have purchased fruit plants from 5 different concerns but the plants I got from you beat them all. The root system was good and thick, and they were so well packed I think they would stand shipping a million miles.

ANTHONY L. CHICKEY.

A Word to the Wise! ORDER EARLY!

Every year we are forced to disappoint many of our good friends who delay sending their orders until late in the spring. Each year the demand for Emlong plants increases. Orders are booked in rotation and preference must be given first orders received. Don't wait until planting time to order nursery stock. Order just as soon as you get this book and we'll reserve your needs until shipping time. Make sure now of getting Emlong stock—the kind that will grow and make real money for you. Cash discounts for early orders. See page 5 of yellow insert.



Emlong packing methods have stood all tests. Safe delivery guaranteed no matter where you live.

**FRUIT PRICES
REMAIN STRONG
ON LOCAL MART**

Royalton Grower Sells Fancy
Raspberries For \$7
A Case.

**120 OUTSIDE
BUYERS SNAP
UP EVERYTHING**

**BRISK BUYING
KEEPS PRICES
ON HIGH LEVEL**

**BUYERS GRAB
AT EVERYTHING
OFFERED THEM**

\$4.90, Mark
One Gro
F
**60 THOUS
PACKAGE
FRUIT**

37.
**APPLES, PEARS,
TOMATOES IN
BRISK DEMAND**

4,000 To 5,000 Crates Come
In Per Day

**VOLUME OF
FRUIT HEAVY;**

JOIN the **Grow FRUIT for BIG CASH PROFITS**

**PRICE TREND
IS UP DESPITE
LARGE VOLUME**

**MARKET EASILY
ABSORBS FRUIT;
DEMAND BRISK**

Red Raspberries Hold Steady
At \$4.50.

**BUYERS TAKE
OFFERINGS AT
BRISK PACE**

4,000 To 5,000 Crates Come
In Per Day

**24 Cases of Berries
Bring \$4.90 Apiece**

Price In Years Paid Broad Demand Overcomes
- On B.H. Effects Of Increased Volume Of Fruit.
Strong demand, nurtured by good
for Saturday morning's sales, made trade
in the city, on the



Typical Scene on a Large Fruit Market. During the Season Thousands of Dollars in Cash are Paid to Growers Daily.

Money Makers!



Fresh Picked Berries and Other Fruits are Big Sellers at Roadside Stands Like This.

Every Year is a Good Year for Fruit Growers

Fruit is the big paying crop everywhere. It does not require special skill, experience or land to insure success. In fact much cheap land that is unsuitable for other crops will produce fine fruit in abundance. If you start with Emlong guaranteed plants and follow Emlong's plain printed instructions which are sent free with every shipment you will have no difficulty in getting big yields of the choice fruit that commands top prices.

There is a wonderful market for fruit. It is less affected by low price trends than other commodities. Last year some of the biggest fruit markets in the country, in spite of lower than average prices, reported a new high record of total dollar sales.

Here Is Your Opportunity

In this "automobile age" the market comes to the grower in amazing volume. If your land is on or near a main traveled highway you'll find passing motorists eager to buy your fruit direct from you at the full retail price. In certain fruit sections at market seasons you will see hundreds and thousands of automobiles driving away loaded with baskets of fruit. Over a single week-end, individual growers have been known to take in thousands of dollars in cash from these eager fruit buyers! The opportunities in this field are unlimited. In addition to the fruit itself hundreds of grower-owned roadside stands are making rich profits from fruit juices, jams and jellies offered for sale.

The man who wrote that old saying, "Money doesn't grow on bushes or trees" evidently didn't realize the possibilities in fruit growing.

An Acre in Fruit Beats 40 Acres in Wheat

Farmers who are disgusted with the hard drudgery and pitifully poor returns from wheat, corn and other so-called "staple" crops, will do well to devote at least part of their land to fruit. You don't have to wait for years to get the money rolling in either! With Emlong's Mastodon strawberries for instance you can begin marketing berries 90 days after you set out the plants and you'll have 3 crops to sell within 18 months.

A Few Dollars Will Start You

It's easy to prove these facts to your own satisfaction. If you have any doubt of the big money possibilities for you in fruit—try it out on a small scale this year and see for yourself how easy it is to make real money. Many who started with a few hundred Emlong strawberry plants are now full fledged fruit growers with increasing incomes year after year.

Fruit is the surest road we know of to financial independence. It has made fortunes for many. It requires no special training or knowledge. Just plain common sense—our free instruction book, and Emlong plants are all you need to make a success.

This is the year to get started. Don't delay! You'll never know what profits lie ahead until you try.



Be Your
Own Boss
Turn Spare
Time into
BIG MONEY

Get
Started
**THIS
YEAR**

PREMIER



Extra Early — Frost-Proof

*Emlong's Worth-
While Strain of
the World's
Greatest Early
Strawberry*

Premier is undoubtedly the greatest Extra-Early Strawberry of all time. It ripens ahead of other varie-

ties, but covers a long fruiting period. It is immensely productive, and unlike other early ripening Strawberries, the fruit is rich in color, fine in texture, excellent in flavor, and of unusual quality for shipping. Every berry is large in size and uniform in shape.

FOR EVERY PURPOSE THAT A STRAWBERRY IS WANTED, PREMIER IS SUPREME—EATING WHILE FRESH, CANNING, PRESERVING, LOCAL MARKET, OR SHIPPING. No other variety will give you more satisfaction and profit.

The foliage is tough and healthy, covering the blooms and berries and protecting them from frosts and scalding sun. While Premier ripens early, it is very resistant to frost, and matures its heavy crop of berries so that they can be marketed while prices are high. (A perfect-flowering type).

Premier May Be Grown in Every Part of the Country

From every part of the country we have received reports in favor of Premier. Growers claim that "from every angle, Premier is 18-karat gold, true-blue, and can be depended upon for big profits."

Don't Waste Time on Other Early Strawberries

Why take the time and spend money experimenting with all kinds of early Strawberries? Premier has been proven, and is still proving THE BEST! Every year our Premier plants sell out earlier than any other variety, and commercial growers, fruit associations, etc., now send us their orders early in January to have their needs reserved until shipping time.

Planting instructions free on request.
Prices in center of book.

**Make Out
Your Order
Today**

To be Sure That We
Save Some Premier
Plants for You!

GROWERS Say About PREMIER

Vitality

John Fitzgerald, Wittenberg, Wis., says: "My Premiers withstood the frost we had better than all other varieties. Insects didn't bother them. No doubt this was due to their vigorous growth and hardiness."

Yield

M. Z. Byler, Belleville, Pa., says: "We picked 83 bushels or 2656 quarts of Premier Strawberries last spring from a quarter acre of ground. Want some more plants next spring."

Size

"Had a wonderful crop of large berries from my Premier. It was not difficult at all to fill quart boxes with 16 to 20 berries. Some berries measured eight inches around, the largest way."

L. L. ROCKWELL,
Wells, Minn.

Grow Strawberries for Quick Money



THE GREATEST SHIPPING and CANNING BERRY on RECORD!

Introduced
by
Emlong



HARVEST KING

TRADE MARK REG.

Monarch of Strawberries

"When you introduced Harvest King you did the greatest service to Strawberry growers that I have known in 30 years," says Mr. L. A. Buswell, Viola, Idaho. Harvest King is replacing all other midseason commercial Strawberries throughout the country. A fancy berry of deep, glossy red color with bright green calyx. Every berry is of uniform size and shape right to the last picking. Solid and red all the way through, no imperfect, scrubby berries.

Never before has a fancy berry borne such loads of handsome fruit! Andrew Graham, Waterman, Ill., reports: "...they are a sight to behold! Berries not only cover the ground but pile up on each other, and every berry is perfect." (Prices in center of book).

"Save 20,000 Harvest King for me," says a successful Michigan grower. "My neighbor sold over 400 crates from $\frac{1}{2}$ acre this summer and made \$1600.00. Never saw such piles of beautiful berries before. Brought \$1.00 crate more than other berries."

SUPREME KEEPING QUALITIES

Harvest King berries have been marketed four days after picking and remain perfectly firm. Berries are unusually solid, skin firm, and seeds small.

The plants are rugged in vitality, having originated in Northern Michigan. They are frost-proof, deep rooted, stems rigid; remarkably drought-resistant. Grow on poor soils. Berries ripen midseason and continue bearing after late varieties are gone. (Perfect flowering).

If you want to make money growing Strawberries, plant Harvest King this spring. Order early for the supply will be snapped up without delay this year.

WIL-SON

FAMED FOR FLAVOR

RICH AND SWEET

BRIGHT AND BEAUTIFUL

—these are the main attributes of WIL-SON. We know that this berry will satisfy even the most critical Strawberry taste. Berries require very little sugar and have small seeds. Color is bright, glistening red; flesh extra firm all the way through. Skin firm enough to protect berries from bruising or discoloring, even after they have been picked for several days.

STALWART PLANTS—MAMMOTH CLUSTERS

Wil-son plants are hardy, thrifty and strong, reaching a height of 10 to 12 inches by fruiting time. Stems are rigid, holding fruit well off the ground to ripen evenly and keep clean. Broad leaves protect blooms and berries; long vigorous roots carry the berries to perfect maturity and uniform size. Each plant produces 10 to 14 fruiting stems, and each stem 18 to 25 perfect berries. Wil-son responds readily to ordinary culture, outclassing other varieties on good soils, and proving a surprise in quality and yield on poor soils.

A LATE MARKET BERRY

Wil-son is an offspring of the famous Wm. Belt and Gibson varieties, both noted for heavy yields and superior quality. But Wil-son surpasses both parents. It ripens a week later than Gibson and continues fruiting late in the season. Plant Wil-son this spring and you will sell every berry you can grow at a fancy price, and your customers will remember where to buy delicious Strawberries. (Perfect flowering).



Introduced
by Emlong

\$500 from 1-4 Acre

Mr. A. Wethridge, a Michigan grower, reports the above total from 2000 Wil-son plants. The berries sold at 25c per quart and \$3.00 per crate.

**YOU CAN
grow Berries Like This**

PLANT COOPER FOR STRAWBERRY SATISFACTION

This variety was introduced by us in 1922 and is in a class by itself among midseason Strawberries. Cooper berries grow bigger than any other variety, hence the title, "Elephant of the Strawberry Family."

The fruit is not only large, but firm, extra-sweet and mild in flavor. Plants are hardy, thrive everywhere, and have a marvelous root system. Cooper covers a long fruiting season, and every berry matures perfectly.

Many growers have sold Cooper berries singly, to admiring friends and customers.

Mr. W. D. Edgerton, Barnesville, Ohio, sold 120 quarts of Cooper at \$90.00. Mrs. Henry Uffelman, McDonald, Pa., says Cooper berries are nice to slice for dessert.

For table use and commercial purposes, Cooper is a pride to any grower. (Perfect flowering). See center of book for prices.

COOPER



PEARL

PROLONG YOUR
PICKING
SEASON

INCREASE YOUR
STRAWBERRY
PROFITS

Extra-Late Berries Always Bring High Prices!

Pearl is latest of all Strawberries. It blooms late and is an ideal variety for frosty locations. The immense foliage gives ample protection both to bloom and fruit. Your berries will reach the market after other varieties are gone, and will be "snapped up" eagerly for table use and canning—at high prices.

Pearl berries are dark red in color and carry the color all the way through. No hollow fruit, just solid berry to the center. The flavor is rich and alluring. Every berry matures perfectly.

The plants are sturdy and able to resist unfavorable weather conditions. They succeed even on poor soils where other varieties fail. (Perfect flowering variety).

BEAUTY

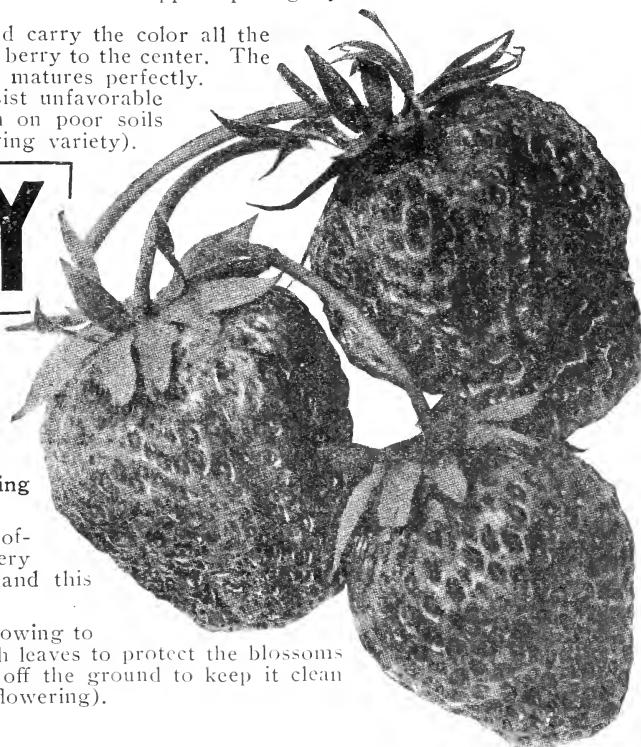
THE NEW MEDIUM-LATE BERRY
THAT COMBINES BEAUTY,
FLAVOR, AND QUALITY

Everyone who has grown Beauty marvels at its many points of merit. The berries are large in size, very juicy, yet exceptionally firm, of high flavor, sparkling red color, and are remarkable keepers.

Beauty berries sell quickly wherever offered, at high prices. The fruit requires very little sugar when serving and canning, and this adds greatly to its value.

Plants are very hardy and vigorous, growing to a height of 8 to 12 inches, with mammoth leaves to protect the blossoms and berries. Rigid stems hold the fruit off the ground to keep it clean and allow it to ripen evenly. (Perfect flowering).

See center of book for prices.





OLD FAVORITES AROMA

(Late—Perfect)

A late Strawberry that has been a favorite market variety in Tennessee, Kentucky, Missouri, Arkansas, etc., but is grown with equal success in every other part of the country. The fruit commands high prices on all markets because of its quality, as it is a LONG DISTANCE SHIPPER. The color is dark red, flavor rich and pleasant, size medium to large. Excellent for home use as well as market.

SENATOR DUNLAP

(Midseason—Perfect)

During the past two decades Dunlap has made more crates and more dollars for Strawberry growers than any other variety. If you are looking for a "rough and ready" Strawberry that will thrive and produce a big crop of fruit with very little attention, plant Dunlap. Grows on all soils and in extremely cold climates. For home use there is no variety that rivals Dunlap in flavor and canning qualities. Fine for shipping.

DR. BURRILL

(Midseason—Perfect)

The Strawberry that withstands trying conditions and produces fine crops. Many of our customers report that Dr. Burrill comes through a drought better than any other variety. We consider it superior to Dunlap, the old-time favorite. Dr. Burrill produces berries that resemble Dunlap in quality and flavor but are larger, and produced in greater abundance. Ripens a few days earlier than Dunlap. Plants are medium size and deep rooted.

GIBSON

(Midseason—Perfect)

This variety has long been a favorite with commercial growers throughout the country. It is a heavy and sure cropper—in fact, during our many years acquaintance with Gibson we have never known it to fail to produce a profitable crop. The plants are large and healthy, foliage strong, upright and abundant. Fruit is of the finest color, quality, flavor and appearance. Berries large—selling well on any market and mighty fine for home use.

SEE CENTER OF BOOK FOR PRICES

Grow Strawberries for Quick Money



NEW ~VARIETIES~

We have a limited supply of the following outstanding new Strawberry varieties, which we offer in answer to the demand of customers who have found them profitable. Every plant guaranteed true-to-name and superior-grade Emlong stock.

Blakemore (Early—Perfect)

The new early Strawberry introduced by the U. S. Department of Agriculture. Has been tested in all parts of the country and found unusually prolific in plant making and berry production. Plants extremely healthy and able to withstand dry weather. Do well on poor soils.

Berries are good size, bright, even red all over, and all the way through. An extra-firm berry, which may be left on the vines several days after ripe and reaches the market looking bright and fresh. Every berry of uniform size and shape. (Especially recommended for eastern and southern states).

Beaver.

Blakemore.

Beaver

(Extra Early—Perfect)

An offspring of Dr. Burrill and Premier, introduced by C. H. Beaver of Wisconsin. Better than Dr. Burrill because berries are larger and sweeter, better than Premier because it makes a solid fruiting row and withstands unfavorable soil and climatic conditions. Highly recommended for northern and frosty localities, also drought areas.

Berries are uniform size; dark red all over, and to the heart; rich, mild flavor; of such firm texture that they need not be picked more than twice a week. Beaver covers a long fruiting season—early to late.

We give this berry our highest recommendation for commercial growers who have poor soil and live where late frosts usually injure blossoms! Don't hesitate to plant a large acreage!

Washington

(Late—Perfect)

The variety that is rapidly making friends because of its sweet, syrupy flavor. Washington berries are very dark red with a varnished appearance; large in size, solid and red to the center; and commended for good keeping qualities. Plants are vigorous and hardy (having originated in Michigan), and you will be delighted with the loads of luscious fruit borne on each sturdy plant. Midseason variety.

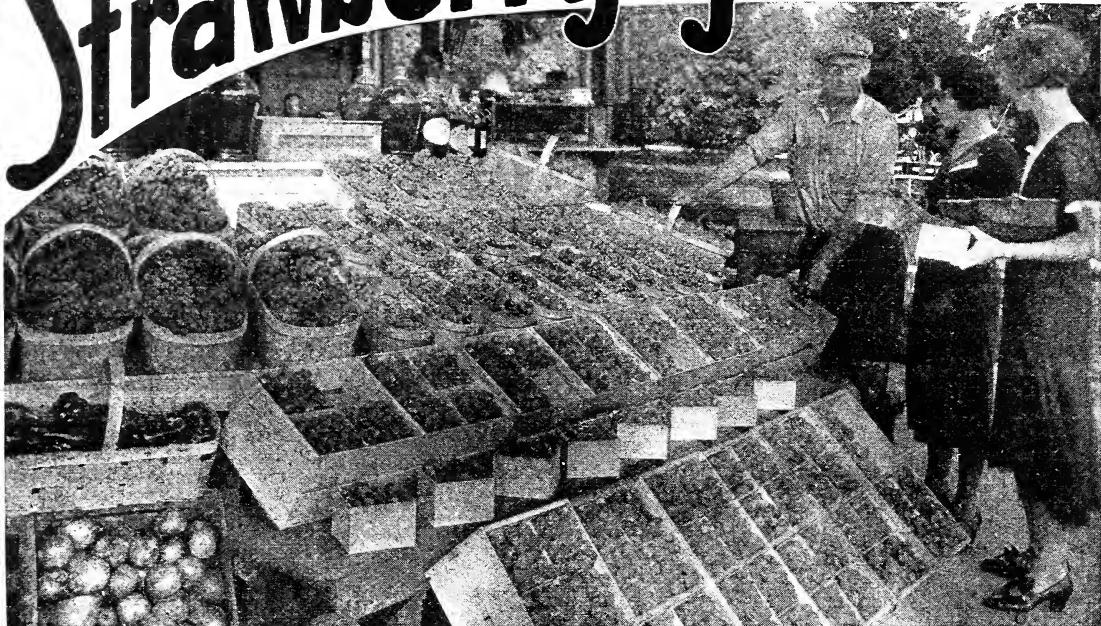
Plant Washington for showy table fruit, preserves, and general market uses.

SEE CENTER OF BOOK FOR PRICES

Special Get-Acquainted Strawberry Garden

25 Blakemore 25 Beaver \$1.85
25 Washington 25 Red Gold

Strawberry Gardens



Sell Your Surplus Strawberries to Neighbors and Motorists.

HOW MUCH DO YOU PAY FOR FRESH STRAWBERRIES EVERY YEAR? Quite a sum, no doubt, for everyone likes Strawberries! Why not save that money by planting a Strawberry garden in your own back yard? The investment is small, but you'll find a world of delight in picking fresh berries from your own vines every day during the summer and fall. There's a money-saving garden on these pages to fit every yard. No experience is required to grow Strawberries, and very little work. PLANTING INSTRUCTIONS SENT FREE ON REQUEST.

Table Delight Strawberry Garden

Selected for Excellent Flavor

These 200 plants will supply the average family with plenty of berries for the table.

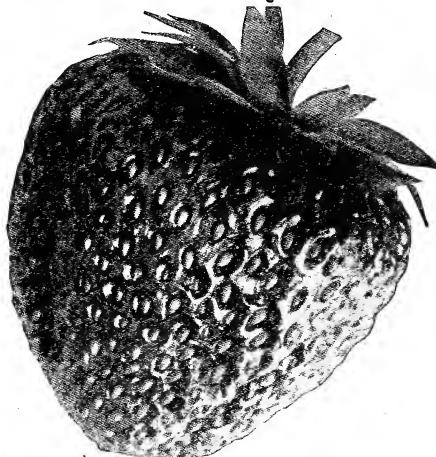
50 Premier. Early.

50 Mastodon. Medium early.

50 Harvest King. Medium late.

50 Beauty. Late.

\$2.50



Ideal Garden

Just big enough to fit the smallest city lot, but these 100 plants will surprise you with an abundance of fruit.

25 Premier. Early.

25 Harvest King. Me-
dium late.

25 Cooper. Medium early.

25 Pearl. Late.

\$1.35



For Every Backyard

Just to prove to you that there is a Big Profit in Strawberry growing, we are sacrificing part of our profit on the two lots of Strawberry plants named on this page, so that you may get started this year. It's easy to sell big, fancy Strawberries put up in attractive containers with your name on them, and folks remember where to buy delicious Strawberries and come back to you next year for more.

If you don't want to sell berries, but use plenty of them on your table and for canning, either of the offers below will "fill the bill."

"BIG CROP" Strawberry Garden

These plants will bear fruit from early summer until snowfall, and look at our low price! All fancy varieties, too!

100 Premier. Early.

100 Harvest King.
Midseason.

100 Wilson. Late.

100 Pearl. Very late.

100 Mastodon Ever-bearing.

\$4.15



BEGINNERS 1/8 ACRE STRAWBERRY FARM 1000 Big, Healthy Plants \$6.85

Think of it! Only \$6.85 for enough high-grade Emlong Selected Strawberry Plants to set $\frac{1}{8}$ acre! Just the right amount for the beginner who has only a limited amount of ground available. You don't have to spend a lot of money to get into the fruit-growing business.

These dependable, heavy-fruited varieties will supply your table, and under normal conditions should pay you a profit of \$300.00 to \$500.00—and you only have to invest \$6.85 and use a little spare time to set the plants and pick the fruit.

200 Premier. Early.

200 Gibson. Midseason.

200 Senator Dunlap. Midseason.

200 Harvest King. Medium late.

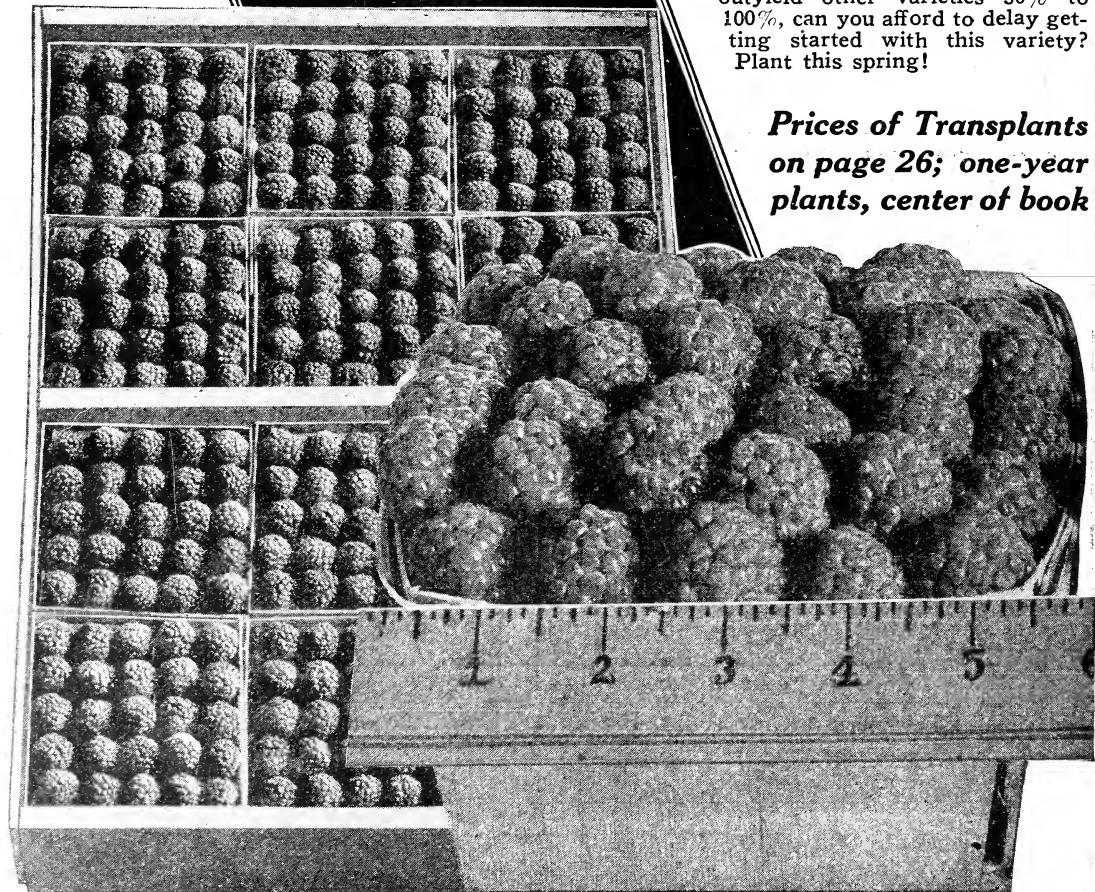
200 Pearl. Very late.



*Make
MORE
PROFIT
from
Raspberries*

Chas. Dick,
Williams-
port, Indiana,
picked 60 gals.
Latham the
first year plants
were set. At an
average price of
\$5.00 per crate,
his income would
be \$100.00 from
300 plants, only 3
months after plant-
ing.

**PLANT
LATHAM
This
Year**



LATHAM

*World's Greatest
RED RASPBERRY*

A superb success in quality, production and profits. It has been truthfully said that Latham leaves nothing to be desired in a Red Raspberry. Sum up the qualifications enumerated on the opposite page. Can you ask for more? These facts have been proven by government experiment stations, and years of testing by commercial fruit growers throughout the country.

Latham berries are mammoth, dark red, of uniform size, and present a beautiful sight on the bushes and in boxes. (Note photo below). Never fail to bring \$1.00 or more per crate above the price of other varieties. Fruit clings to stems several days after fully ripe.

You cannot believe, until you see for yourself what tremendous loads of fruit Latham plants bear! Even 1-yr. plants commence bearing the first year! Covers an extra-long fruiting season. Bushes are vigorous growers, perfectly hardy in all parts of the country.

When you consider the fact that Latham has proven the ability to outyield other varieties 30% to 100%, can you afford to delay getting started with this variety? Plant this spring!

**Prices of Transplants
on page 26; one-year
plants, center of book**

LATHIHAM

Supreme in Quality, Production and PROFITS!

Plant Emlong's CERTIFIED DISEASE-FREE STRAIN

Bigger Berries!

Bigger Crops!

Bigger Profits!

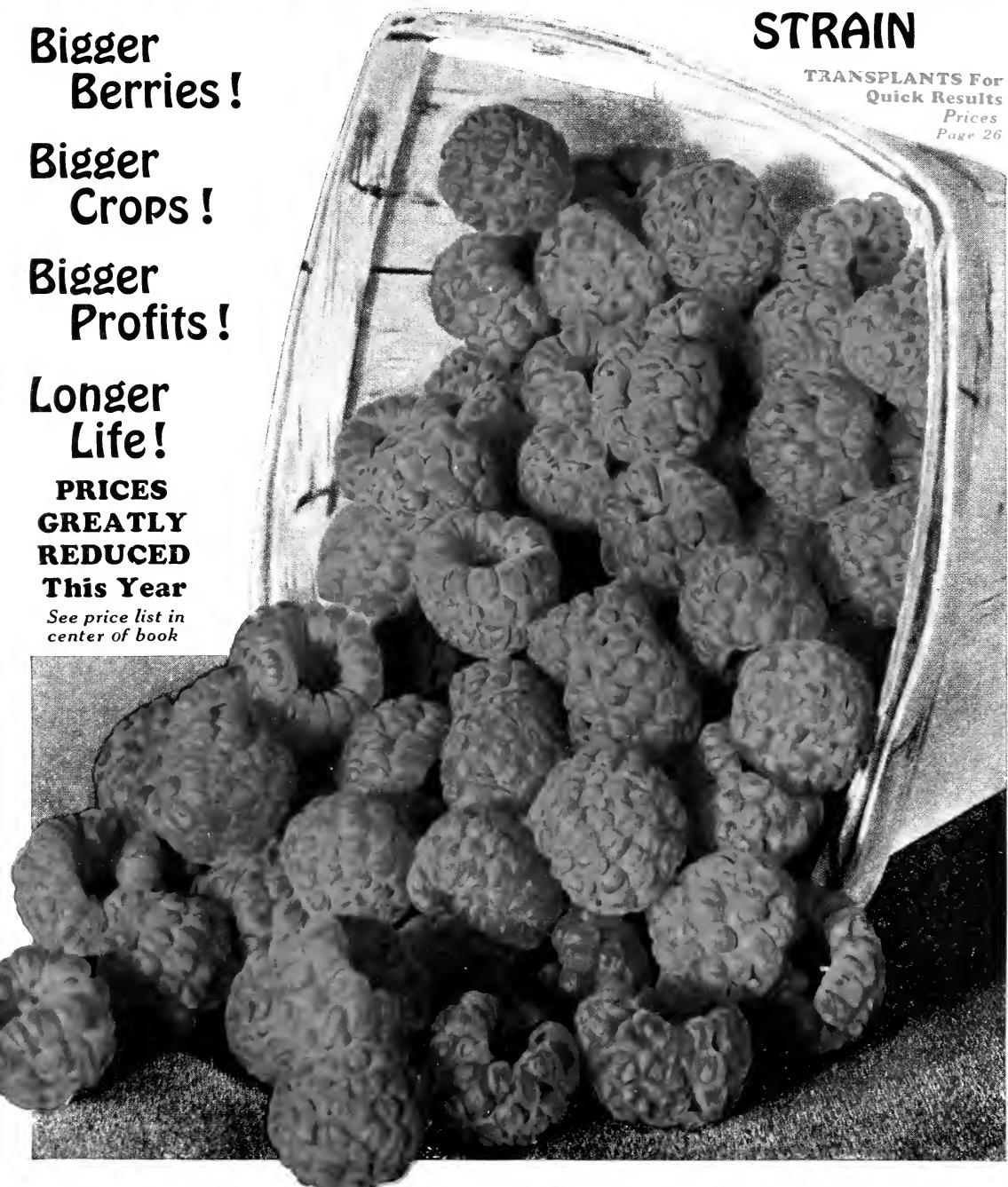
Longer Life!

**PRICES
GREATLY
REDUCED**

This Year

See price list in center of book

TRANSPLANTS For Quick Results
Prices
Page 26



CUTTERLAND

THE BERRY FOR BUSINESS FARMERS

Plant Emlong's Improved Strain
of This Great Variety and Cash In

on Big Profits Realized
by Thousands of
Other Wise
Planters

*Prices Greatly Re-
duced This Year
(See Center of book)*

**TRANSPLANTS
FOR QUICK
RESULTS**
Prices Page 22



BLACKCAPS

HEALTHY - DEPENDABLE - PROFITABLE



Cumberland

The Only Safe and Reliable Blackcap.

No matter whether you want a few Black Raspberries for table use, or whether you grow them for local market or shipping, you can depend on Cumberland to supply the finest berries that can be grown!

The berries are of immense size, borne in large clusters, several to a branch. The color is glossy, purplish black—an attractive sight on the bushes and in boxes. Flavor is rich and sweet, seeds small. Quality of the best for home use, canning and shipping.

The root growth of Cumberland plants is remarkably heavy, reaching down after moisture when other plants are drying up around them. Tops make a quick, strong growth of bearing wood, which insures a heavy crop of fruit. Bushes upright in growth, healthy, and hardy.

Cumberland produces more fruit than any other variety, and you can depend on a crop regularly. Best for all soils and localities.

The demand for first-quality Black Raspberries is greater every year, and you cannot afford to use your valuable soil for growing unprofitable crops. Plant Cumberland this spring, get your fields fruiting, and cash in on the profits!

NOTICE!

Raspberry Bargains on page 23. Blackcap Transplants on page 22. Complete Price List in center of book

GROW RASPBERRIES
STEVENSVILLE

Emlond
WORTHWHILE
FRUIT PLANTS

FOR BIG PROFITS
MICHIGAN

Improved

Plum Farmer

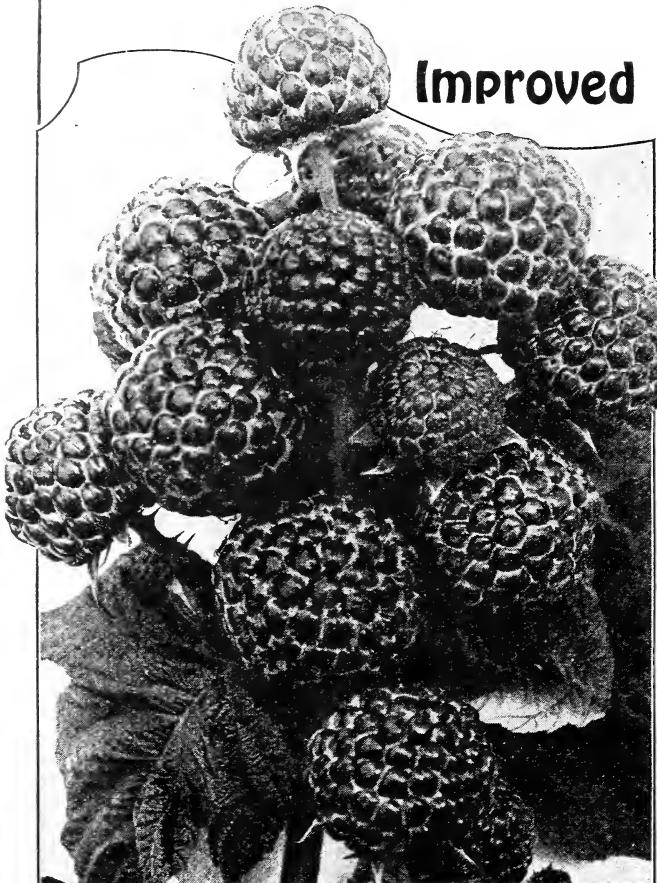
Early Blackcap

Plum Farmer is undoubtedly the most popular and highest quality early Black Raspberry in every section of the country. This variety has the ability to mature an extraordinarily large crop of first-class berries within a very short time, generally within 15 to 20 days.

Berries are produced in clusters, and are large, well colored, and of first-quality. They ripen a week earlier than Cumberland.

Plum Farmer plants are healthy, vigorous growers, and bear young.

(Prices in center of book).



Plum Farmer Black Raspberry.

BLOCKCAP TRANSPLANTS BEAR THIS YEAR

Why Wait a Year or Two for Blackcap Plants to Commence Bearing? Place your order early this spring and let us reserve a supply of extra-strong, heavy rooted, branched transplants to be shipped to you at planting time. These plants have grown two years in the nursery row, and are ready to bear this year.

For the home garden and those who grow fruit for market on a limited scale, we highly recommend this stock. The first year profits will more than pay for the difference in price, and our price has never been so reasonable before!

If you don't want berries this year, plant transplants anyway, cut back the tops to 6 inches above the ground, and watch them throw out a heavy root and top growth that will reward you with a "bumper" crop next year. The supply of transplants is limited—better order early. (See page 26 for Red Raspberry transplants).

Prices: 2-year transplants—

	6	12	25	50	100	300	500	1000
Cumberland	\$0.65	\$1.10	\$2.00	\$3.25	\$5.50	\$14.50	\$20.00	\$38.75
Plum Farmer65	1.10	2.00	3.25	5.50	14.50	20.00	38.75

PLANTING INSTRUCTIONS FREE ON REQUEST.



Black Raspberry Transplant,
Showing Branches and Roots.

GROW RASPBERRIES

STEVENSVILLE

Emlong
WORTHWHILE
FRUIT PLANTS

FOR BIG PROFITS

MICHIGAN

KANSAS

Earliest Black Raspberry

Kansas is earliest of all Black Raspberries, and a general favorite in many localities. The plants are very strong growers, perfectly hardy, and resistant to drought.

Berries are borne in clusters, are medium size, very firm, and of good quality. An all-purpose Blackcap that will bring profit and supply your table before other varieties are ripe. (Prices of 1-yr. plants in center of book, Transplants on opposite page).



Number 12 Garden Blackberry

A big garden of our most popular and heavy-fruited varieties. Enough plants to supply the average family table with berries.

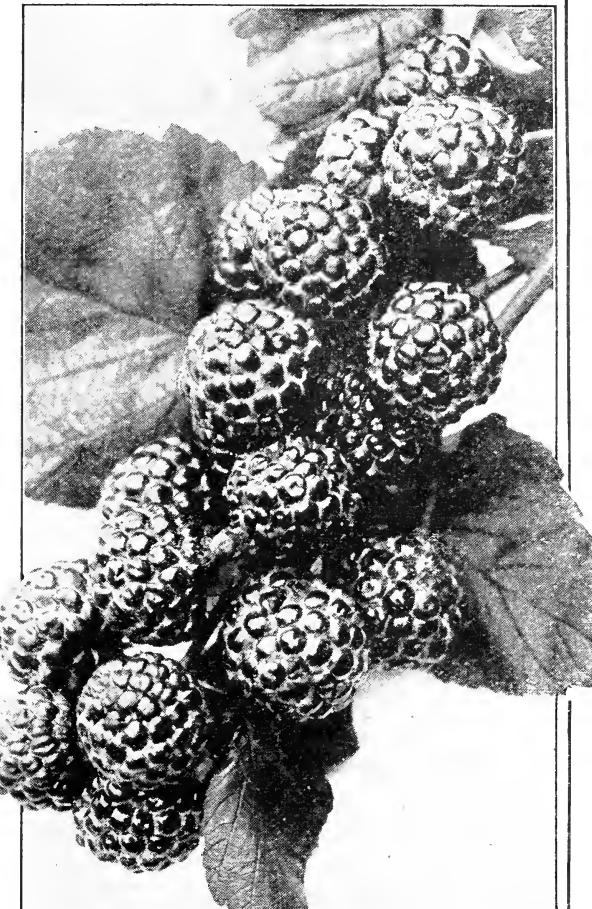
- 12 Cumberland. Black Raspberry.
- 12 Alfred. Blackberry.
- 12 Latham. Red Raspberry.
- 12 Early King. Red Raspberry.

All One-Year, No. 1 Plants, **\$2.00**
or

All Two-Year Transplants

\$3.00

(Order by number and name).



Kansas Black Raspberry.

BARGAIN No. 10 BLACK RASPBERRY GARDEN

A complete assortment of Black Raspberry plants which will furnish fruit for your table over a long season.

- 12 Cumberland. Midseason to late.
 - 12 Plum Farmer. Medium early.
 - 12 Kansas. Extra early.
- All One-Year No. 1 Plants, \$1.25,
or
All Two-Year Transplants, \$2.00.
(Order by number and name).

BARGAIN No. 11 RED RASPBERRY GARDEN

You can have Red Raspberries all summer and fall if you plant this garden. Choicest and sweetest berries too:

- 12 Early King. Earliest.
 - 12 Latham. Midseason.
 - 12 St. Regis. Everbearing.
- All One-Year No. 1 Plants, \$1.25,
or
All Two-Year Transplants, \$2.00.

RASPBERRIES PAY ^{up to} per acre \$2000

start right

Buy your plants from the WORLD'S LARGEST GROWERS—there's a reason for Emlong holding this place.

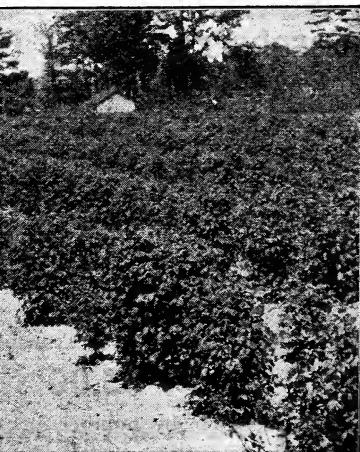
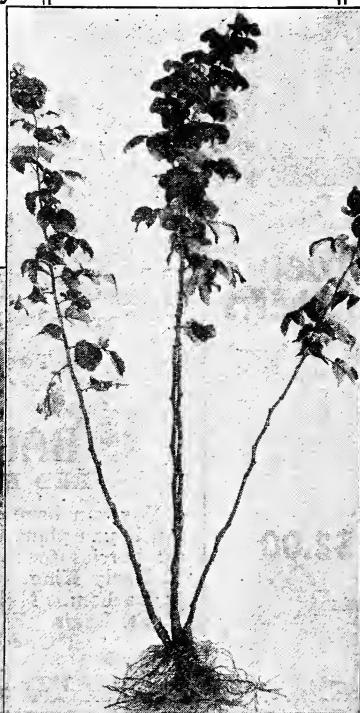
The big demand for Emlong's Famous Double-Life, Disease-Free Raspberry plants has increased so greatly each year, that we just had to buy more and more land and increase our plantings until now we supply practically the whole country with this stock.

You may call on us at any time of the year and we will show you 100 to 200 acres of the finest, healthiest, heavy rooted, young Raspberry plants you ever saw. These are all grown for plants only and are vastly superior to the spindly plants that are dug from old fruiting fields and sold by some dealers.

Use Your Best Judgment

Don't waste time or land on cheap Raspberry plants. Our vast fields of top-quality plants will be offered to our customers at very reasonable rates this year, and you can't afford to buy from uncertain sources.

T. E. Knoll used plants like sample shown at right. The next year he sent this photo of his field. Not a plant missing, and every bush ready to bear a big crop of fruit.



depend on **EMLONG STOCK** for BIG YIELDS

"My Latham bushes that I set out this spring have grown 8 to 10 feet tall and I harvested over 60 gallons of the finest fruit I ever saw from those 300 plants."

CHAS. DICK,
Indiana.

"The Raspberry plants which you sent me in March are growing fine and loaded down with berries. Never saw such heavy-fruited plants before."

WALLACE JOHNSON,
Pennsylvania.

Thousands of letters like these reach us every year! You'll be equally well pleased with EMLONG PLANTS!

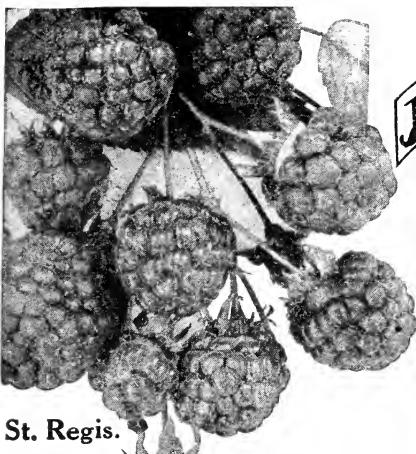
They grow fast and bear young because we give you all the roots.

It is not unusual for an Emlong Raspberry plant to produce berries the same season planted. They have been grown on soil especially selected and prepared for Raspberry culture and are extra heavy-rooted. They are grown right, dug right, and packed right. We do not keep plants in storage cellars—they are fresh dug and reach you full of vitality and ready to start growing and keep growing.

DISEASE-FREE MEANS DOUBLE-LIFE

A good healthy Raspberry plant should produce profitable crops for ten years or more. Diseased plants are a poor investment, for they can't produce more than two or three small crops before they are "run out." Our Raspberry plants are inspected two and three times each year while growing in the fields, by state men, and are guaranteed to reach you free from disease. That's another reason why Emlong customers succeed.

Mr. C. E. Klegley of Ohio, states: "The Raspberry plants I bought of your firm 12 years ago are still bearing heavy and look as though they are good for 12 years more."



St. Regis.

**Best
Ever-
bearing
Red
Raspberry**

St. Regis

Leading fruit growers everywhere agree that St. Regis is the only profitable and dependable **Everbearing Red Raspberry**. A few rows of St. Regis will supply an abundance of fruit for your table, and berries easily sell at \$8.00 per crate in the fall.

St. Regis resembles Early King in manner of growth, quality, flavor and appearance. Fruit ripens mid-season and continues through fall. (Prices in center of book, Transplants page 26).

YEAR'S BIGGEST BARGAIN

EARLY KING

\$12.95 per THOUSAND

Never before have you had the opportunity to get a real, profitable Raspberry field started at such a low cost!

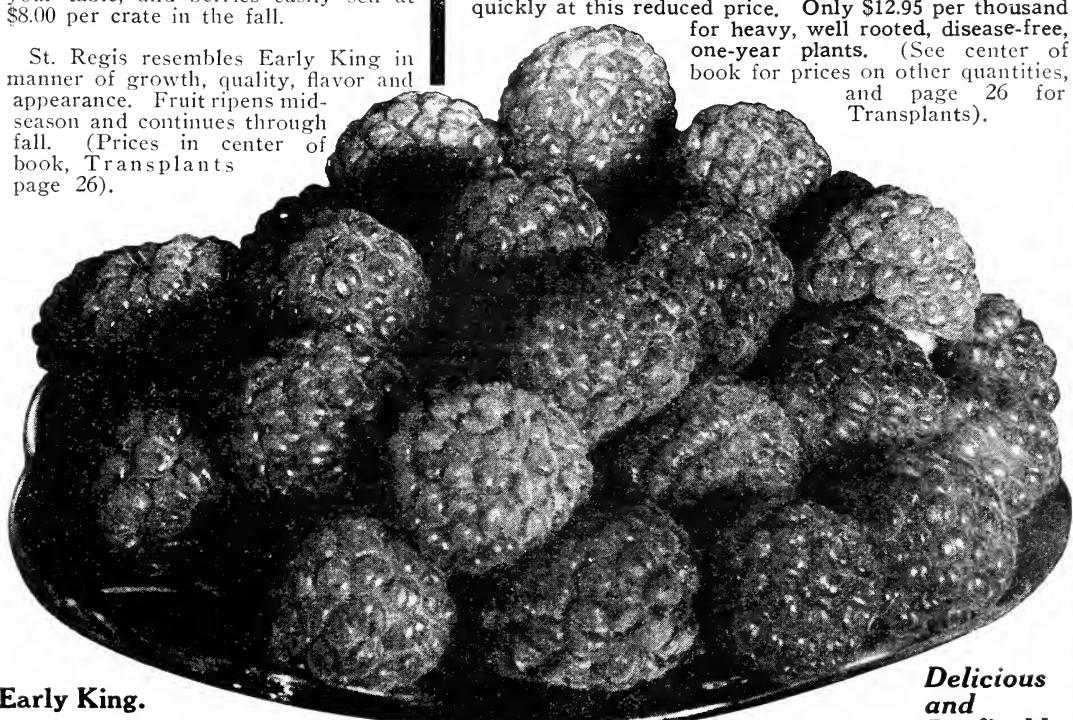
Never before have we offered such wonderfully strong rooted, heavy cane plants at such a price. And our Raspberry plants have never been better than they are this year!

Early King has long been the favorite Red Raspberry throughout the North, Central States, and other regions where a really dependable, hardy, "rough and tough" Raspberry was needed. King thrives on all soils, and the fruit is highly desirable both for home use and market.

The berries are medium to large in size, firm, brilliant red, and ripen evenly. Fruit is produced in clusters along the stems. Bushes are strong and vigorous.

Fruiting season covers a month to six weeks, starting before other varieties. Profits of \$1000 per acre each season are common with King, for the berries reach the market so early they often sell as high as \$8.00 per crate.

Order early, for we know that our supply will sell quickly at this reduced price. Only \$12.95 per thousand for heavy, well rooted, disease-free, one-year plants. (See center of book for prices on other quantities, and page 26 for Transplants).



Early King.

***Delicious
and
Profitable***

GROW RASPBERRIES
STEVENSVILLE

Emlong
WORTHWHILE
FRUIT PLANTS

FOR BIG PROFITS

MICHIGAN

Look Transplants BEAR FRUIT This SUMMER

Bring Quick Returns!

**SAVE A
YEAR**

For the home Garden, and for Those Who Grow for Market on a Limited Scale, We Recommend Our Heavy Rooted, Well Branched, Two-Year Transplanted Raspberry Stock.

These plants have grown two years in the nursery row, and are ready to commence bearing this summer. While the cost of the plants is higher, they produce more than enough fruit the first year to pay for the difference, and you don't have to wait a year to get berries, as you would with one-year plants. If you are not particular about having berries this summer, plant Transplants anyway. Cut the tops back to six inches above the ground, and watch the heavy root and top growth—which assures a "bumper" crop next year.

The supply of these bearing-age bushes is limited and will be sold out early. Order your needs as soon as you receive the catalog and have the plants reserved until shipping time.

See Page 22 for Black Raspberry Transplants.
Page 23 for Raspberry Garden Offers.

Red Raspberry Transplants showing strong growth.

PRICES OF RED RASPBERRY TRANSPLANTS

	6	12	25	50	100	1000
EARLY KING...	\$0.50	\$0.90	\$1.50	\$2.50	\$3.75	\$27.50
CUTHBERT50	.90	1.50	2.50	3.75	27.50
ST. REGIS65	1.10	2.00	3.50	5.50	
CHIEF	1.00	1.85	3.00	5.50	9.00	
LATHAM65	1.00	1.65	3.00	5.00	37.50
300 or more plants of one variety at the thousand rate.						

CUTHBERT RED RASPBERRIES

An old and reliable variety that has proven the main money maker for Raspberry growers in many sections of the country for years. The fruit is large, richly colored, of superb flavor and quality. Holds up remarkably well for canning and shipping.

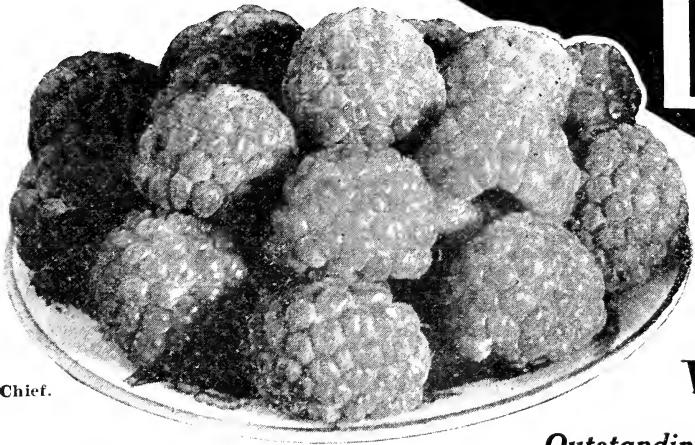
The canes are perfectly hardy, foliage healthy. Bushes are large and very productive. Yields of 300 to 400 24-pint cases per acre are common. (Prices of one-year plants in center of book).

Cuthbert.

 **GROW RASPBERRIES**

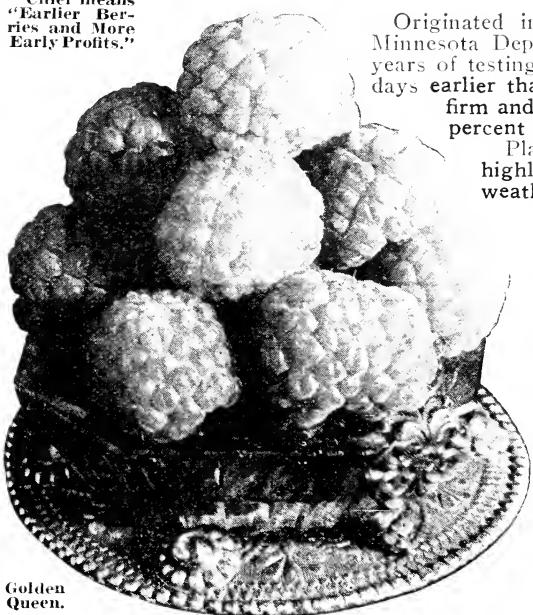

NORTHWHITE
FRUIT PLANTS

FOR BIG PROFITS



Chief.

Chief means
"Earlier Berries and More Early Profits."



Golden Queen.

COLUMBIAN PURPLE CAP

The Great Pie and Canning Berry

Best Purple Raspberry on the market. Berries large, beautiful, deep purple color; rich and delicious.

Plants are perfectly hardy, healthy, vigorous, do well anywhere. Genuine Columbian plants are always scarce, order yours today.

We highly recommend this berry for pies, jams and preserves.

Complete Price List in Center of Book.

FANCY BERRY GARDEN No. 13 6 each of CHIEF (Red); GOLDEN QUEEN (Yellow); COLUMBIAN (Purple); 1-yr. plants, \$1.25

New CHIEF EARLY RED WONDER //

Outstanding New Early Red Raspberry

Originated in Northern Minnesota and recommended by the Minnesota Department of Agriculture. Chief has undergone ten years of testing in all parts of the country. Chief ripens 10 to 12 days earlier than Latham. Berries are dark red, good size, extra firm and hold up a long time after picking. Yields 15 to 30 percent more than other Raspberries.

Plants are strong and stocky, immune to mildew and highly resistant to all diseases. Withstands dry, hot weather better than other varieties, and has never been known to suffer winter injury.

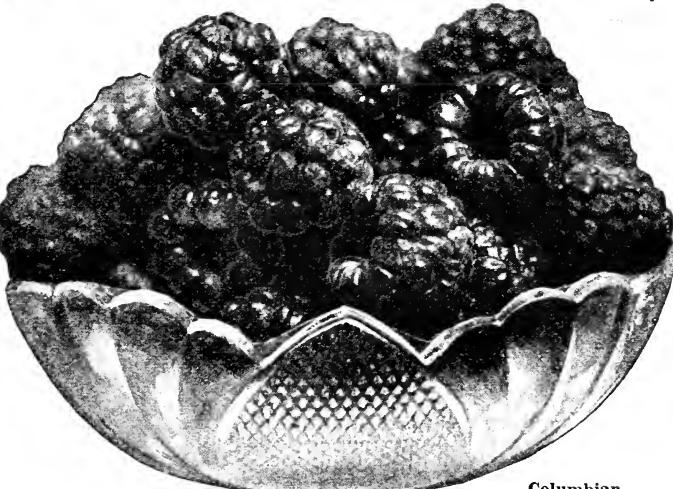
Chief is a real leader, bridging the gap between Strawberry picking and other Raspberry crops. Berries bring high prices on the market, and stand long distance shipping.

The supply of plants is scarce. Mail order today!

Golden Queen Yellow Raspberry

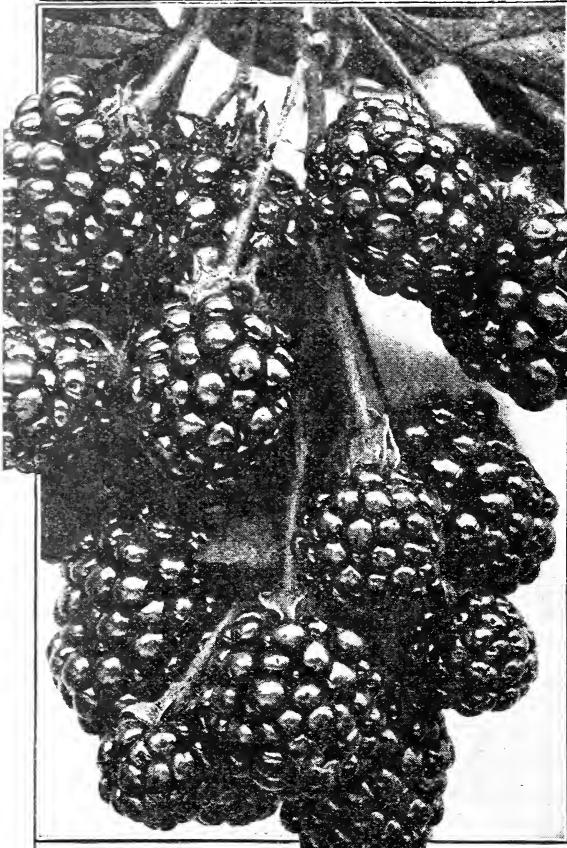
The unusual beauty and individuality of these berries will make it a pleasure to serve them on your table. Golden Queen berries are rich, golden yellow; large size, fine quality, and highly recommended for table use, pies and canning. A REAL DELICACY.

Bushes are strong, upright, highly resistant to diseases and insects. Canes almost thornless. Very productive. Supply of plants limited; order early.



Columbian.

Grow Big Blackberries



ELDORADO BLACKBERRY

Its unusual productiveness has for many years made Eldorado the leading commercial Blackberry everywhere. Note the uniform size and great number of berries on the branch to the left. A typical branch from a mature Eldorado bush.

The berries are large, jet black and of a richly sweet flavor. Quality is excellent, berries holding up well for several days after picking. Very few seeds. Eldorado produces its heavy crop regularly, making an ideal fruit both for home use and market.

Ripening soon after Alfred, the Eldorado will prolong the picking season. There are few other fruits to be had at that time of the year, and Blackberries always bring good prices. Eldorado canes grow rapidly, are healthy and hardy, requiring no winter protection. (Prices in center of book).

Note Berry Gardens on page 23.

Supreme Berry Garden

- 6 ALFRED. Mammoth early Blackberry.
- 6 ELDORADO. Prolific midseason Blackberry.
- 6 LUCRETIA. Best Dewberry.
- 6 YOUNGBERRY. Wine-colored wonder.

\$1.65

All strong one-year plants.

NOTICE

YOU CAN HAVE BLACKBERRIES THIS YEAR! Our Blackberry 2-year transplants are ready to bear the first year. See price list in center of book.

LUCRETIA Dewberry

How they glisten when moist with dew—these long, mammoth, rich, black berries! Recognized by horticulturists as the king of the whole Dewberry tribe. Each plump berry is a morsel of delight. Incomparably better in every way than any Blackberry you have ever seen or tasted. And the big prices they bring on the market! For real profit be sure to plant Lucretia. And also in your home garden—for yourself and neighbors.

Ripens about ten days before ordinary Blackberries. A very early bearer, ripening from a week to ten days earlier than ordinary Blackberries. This, together with the fact that they are unquestionably the finest looking berry of their kind, and of such big, uniform size, makes them bring top-notch prices on any market. (Prices in center of book).

Note: For other Blackberries, see page 29.



\$100.00 IN PRIZES! For Letters & Photos!

This Contest open to Emlong customers only! Plants, Trees, etc., must have been purchased from us.

Simply write us a nice newsy letter, stating when you bought plants, trees, shrubs, etc.; what you bought, how many, what yield you received from them, what profits you made from them. We are also interested in knowing about the size, flavor and other points of interest concerning products raised from our nursery stock.

RULES OF CONTEST

Write in English. Write plainly. Letters will be judged by interesting contents, not for good English or penmanship.

DON'T HESITATE TO TRY

You may win a prize large enough to landscape your yard or plant a big field of fruit.

SEND A PICTURE

If you have a snapshot or photo of your berry fields or berry gardens, vineyard, orchard, trees in bloom, dish of

choice fruit, clusters of choice fruit, shrubs or roses in bloom, hedges, etc., produced from our stock, send with your letter.

CONTEST CLOSES SEPTEMBER 1ST, 1932

To give you a chance to collect pictures and data for your letters, we will hold the contest open until September 1st, 1932. We realize that pictures cannot be made in the winter.

PRIZES WILL BE AWARDED AS FOLLOWS:

FIRST PRIZE: \$30.00 worth of Choice Nursery Stock.

SECOND PRIZE: \$20.00 worth of Choice Nursery Stock.

THIRD PRIZE: \$10.00 worth of Choice Nursery Stock.

THE NEXT 8 BEST LETTERS AND PHOTOS: \$5.00 each worth of Choice Nursery Stock.

All stock to be selected by winners from our catalog.

Are You Troubled With Roaches, Bedbugs, Ants Chicken Lice, Etc.?

Here is an all-purpose insecticide that users say is superior to all others. Double action, destroying both eggs and bugs; insures best results. Kills bedbugs in one night. Rids house, coops and barns of insect pests quickly and safely.

Money Back Guarantee

We unhesitatingly recommend this product to all our friends and have tested it thoroughly before offering it to you. If DOUBLE X fails to live up to every claim we make, your money will be refunded. Send a trial order now. We will include with your shipment of nursery stock—or mail to you separately, **prepaid**, just as you prefer. May be shipped any time of the year.



NEW DOUBLE ACTION INSECT POWDER

Xterminates Both Bugs and Eggs

New discovery. Most powerful insect killer known. Non-poisonous—harmless to human beings and domestic animals. It's unnecessary to buy two or three kinds of powder for pests when you can use DOUBLE X and kill 'em all.

Put up in liberal sized packages. A big value at regular retail price of \$1.25 for full pound can; 65c for half-pound can. To help introduce quickly we offer for a short time the **Big Pound Family Utility Can for only 98¢, postpaid.** (No more than 2 cans to a customer at this price).



98¢

EMLONG PERENNIALS

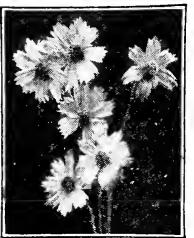
The perennial flowers shown on these pages are all heavy rooted, field-grown, 2-year stock and will bloom the first year. Do not compare them with the light grade of one-year perennials offered by some firms at cheap prices. Plant a complete Perennial Garden this spring. Order now and have the plants reserved until planting time!



Shasta Daisy.



Foxglove.



Coreopsis.



Golden Glow.



Hardy Chrysanthemum.

"Along the Walk" Perennial Garden

- | | |
|--------------------------|--------------------|
| 1 Chinese Balloon Flower | 1 Gaillardia |
| 1 Big Foxglove | 1 Big Shasta Daisy |
| 1 Golden Glow | 1 Canterbury Bell |
| 1 Hardy Chrysanthemum | 1 Coreopsis |
| 1 Delphinium, Blue | 1 Columbine |
| • 1 Hibiscus (Mallow) | 1 Baby's Breath |

12 BIG TWO-YEAR ROOTS,
POSTPAID, FOR ONLY \$1.75

SHASTA DAISY, ALASKA. Mammoth white flowers with yellow centers. June-August.

FOXGLOVE. Bell-shaped flowers borne on tall spikes. Mixed colors. July-August.

COREOPSIS. Bright yellow flowers about 1½ inches in diameter. June until frost.

DELPHINIUM. Shades of blue. Flowers borne on tall spikes. June until frost.

HIBISCUS (Mallow). Grows to 2½ feet tall. Mammoth flowers. Colors: red, pink, white. July-August.

GAILLARDIA. Yellow with red centers. Profuse blooming variety. July until frost.

BABY'S BREATH. Misty flowers fine for winter bouquets.

CANTERBURY BELLS. Flowers 1½ inches long all along stems. Vigorous grower. June-October.

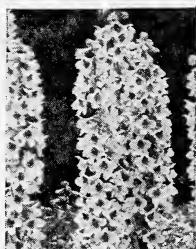
GOLDEN GLOW. Fluffy yellow flowers; late summer. Grows 3 feet tall.

HARDY CHRYSANTHEMUM. Large, fluffy blooms late in Fall. Colors: white, pink, red or yellow.

CHINESE BALLOON FLOWER. Large, balloon-shaped, bluish purple flowers. July-August.

COLUMBINE. Dainty flowers with long spurs. Mixed and two-tone colors. June-August.

PRICES: Any one variety named above, 3 for 70c; 6 for \$1.00; 12 for \$1.75, postpaid. No order accepted for less than \$1.00 worth of perennials.



Delphinium.



Hibiscus—Mallow.



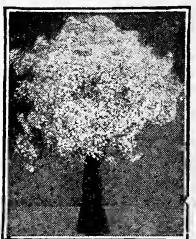
Gaillardia.

"Emlong's Best" Perennial Garden

A complete garden of flowers to bloom all through the summer, every year. Lantern plants and Baby's Breath may be dried for winter bouquets.

- | | |
|--------------------|------------------------|
| 2 Lantern Plants | 2 Big Foxglove |
| 2 Delphinium | 3 Hibiscus |
| 2 Gaillardia | 2 Baby's Breath |
| 2 Big Shasta Daisy | 2 Hardy Chrysanthemums |
| 2 Columbine | 2 Coreopsis |
| 2 Sweet William | 2 Canterbury Bells |

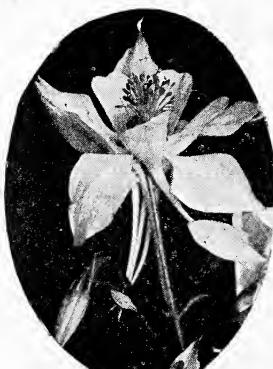
25 BIG TWO-YEAR ROOTS,
POSTPAID, FOR ONLY \$3.25



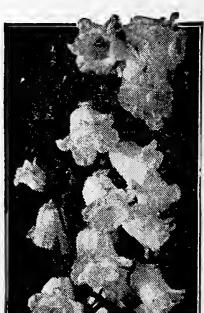
Baby's Breath.



Chinese Balloon Flower.



Long-Spurred Columbine.



Canterbury Bells.

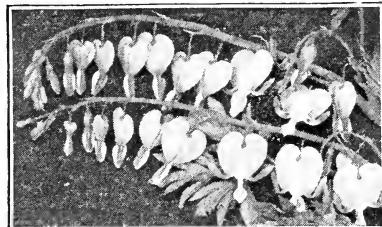
BRING QUICK BEAUTY

These rare and beautiful flowers, when planted this spring, will "be with you" every year.

No order accepted for less than \$1.00 worth of perennials.

BLEEDING HEART. Rosy pink, heart-shaped blooms all along drooping stems. Strong growing plant with beautifully cut foliage. Blooms April until August. 40c each; 3 for \$1.00; 6 for \$1.85, postpaid.

PEONIES. Mammoth, fluffy flowers, exquisitely scented. Magnificent grown alone or in the perennial garden. Colors: red, pink, white. 3-5 eye divisions, 3 for \$1.00; 6 for \$1.85, postpaid.



Bleeding Heart.

CHINESE LANTERN PLANT. Bright orange-red lanterns borne all along stems. Popular to dry for winter bouquets. 3 for 60c; 6 for \$1.00; 12 for \$1.50, postpaid.

HARDY CARNATIONS. Fluffy blooms of red and white. Intoxicating scent. Blooms June to August. Colors: red, pink, white. 3 for 85c; 6 for \$1.50, postpaid.

SWEET WILLIAM. Large flower heads, delicately scented. Blooms in July. Mixed colors. 3 for 60c; 6 for \$1.00; 12 for \$1.75, postpaid.

PHLOX PANICULATA. Mammoth flower heads in bright colors. July to October. Strong grower. Colors: red, pink, white. 3 for 75c; 6 for \$1.25; 12 for \$2.25, postpaid.

GERMAN IRIS. Large, bearded flowers, mostly two-tone. Blooms in June. Mixed colors. 3 for 55c; 6 for 90c; 12 for \$1.60, postpaid.

TRITOMA (Red Hot Poker). Showy, orange-red spike-heads brighten the garden from August until November. 3 for \$1.00; 6 for \$1.65, postpaid.

SHOWY DAHLIAS. All types mixed. Bloom August and September. Colors: red, white, yellow, pink. 6 for \$1.00; 12 for \$1.75, postpaid.

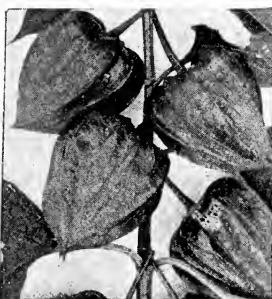
REGAL LILY. Large, white with yellow center. Exquisite scent. Hardy, and a sturdy grower. Most popular Lily. Blooms July and August. 3 for 85c; 6 for \$1.50; 12 for \$2.85, postpaid.

ORANGE LILY. Gorgeous, large flowers of orange-red, spotted black. Hardy. Blooms June and July. 3 for 70c; 6 for \$1.25; 12 for \$2.25, postpaid.

SPECIAL GLADIOLUS BULBS

Flowering size; all colors mixed.

Special Prices:
50 bulbs \$1.00
100 bulbs 1.75
Prepaid



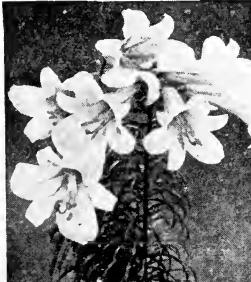
Chinese Lantern Plant.



Hardy Carnations.



Sweet William.



Regal Lily.

"Royal Garden" OF PERENNIAL FLOWERS

- | | |
|---|-------------------|
| 1 Mammoth Peony. | 1 Bleeding Heart. |
| 1 Chinese Lantern Plant. | 1 Tritoma. |
| 1 Orange Lily. | 1 Regal Lily. |
| 6 Gorgeous, Hardy Perennials,
Postpaid for only \$1.49 | |



German Iris.



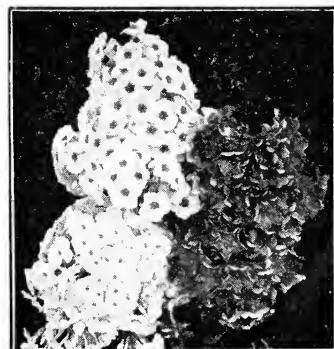
Tritoma



Orange Lily.



Showy Dahlias.



Hardy Phlox.

MONEY MAKING COLLECTIONS For ACRE and HALF ACRE PLOTS At Money Saving Prices

An acre of fruit will give you more actual profit than 40 to 50 acres of wheat or other grain. Even during the prevailing depression many of our customers report cash returns of \$500.00 to \$1500.00 per acre. Here is your opportunity to join this money-making class of farmers with only a small investment. These collections are made up with our biggest money making varieties and are arranged to cover the longest possible fruiting season. This stock is all grown, dug, packed and guaranteed by EMLONG—none better can be produced.

Order by Number. Prices Are Net -- No Cash Discount.

Strawberries

Collection No. 110

One Acre Plot

4000 Premier. Early.
2000 Harvest King. Medium.
1000 Dr. Burrill. Medium.
1000 Aroma. Late.

SPECIAL PRICE, ONLY

\$35.85

Collection No. 115

Half Acre Plot

1000 Premier. Early.
1000 Gibson. Medium.
1000 Dunlap. Medium.
1000 Pearl. Late.

SPECIAL PRICE, ONLY

\$15.75

Collection No. 120

Quarter Acre Plot

500 Premier. Early.
500 Cooper. Medium.
500 Harvest King. Medium.
500 Wilson. Late.

SPECIAL PRICE, ONLY

\$11.85

Red Raspberries

Collection No. 125

One Acre Plot

500 Early King. Early.
500 Cuthbert. Medium.
1000 Latham. Late.

1-year Select Plants ... **\$27.50**

2-year Transplants **\$43.75**

Collection No. 130

Half Acre Plot

250 Early King. Early.
250 Cuthbert. Medium.
500 Latham. Late.

1-year Select Plants ... **\$16.50**

2-year Transplants **\$25.85**

Blackberries

Collection No. 145

One Acre Plot

1000 Eldorado.
500 Mersereau.
500 Alfred.

1-year Select Plants ... **\$25.50**

2-year Transplants **\$47.50**

Black Raspberries

Collection No. 135

One Acre Plot

500 Kansas. Early.
500 Plum Farmer. Medium.
1000 Cumberland. Late.

1-year Select Plants ... **\$25.50**

2-year Transplants **\$54.50**

Collection No. 140

Half Acre Plot

250 Kansas. Early.
250 Plum Farmer. Medium.
500 Cumberland. Late.

1-year Select Plants ... **\$15.50**

2-year Transplants **\$27.50**

Collection No. 150

Half Acre Plot

250 Alfred.
500 Eldorado.
250 Mersereau.

1-year Select Plants ... **\$15.85**

2-year Transplants **\$24.85**

Assorted Acre Collections

Collection No. 155

2000 Premier Strawberry.
500 Latham Red Raspberry.
500 Cumberland Black Raspberry.
500 Eldorado Blackberry.

Choice 1-year Plants ... **\$29.85**

Collection No. 160

500 Latham Red Raspberry.
500 Early King Red Raspberry.
500 Cumberland Black Raspberry.
500 Plum Farmer Black Raspberry.

Choice 1-year Plants ... **\$27.85**

Collection No. 165

500 Latham Red Raspberry.
500 Cuthbert Red Raspberry.
500 Cumberland Black Raspberry.
500 Eldorado Blackberry.

Choice 1-year Plants ... **\$28.85**

Emlong's 1932 Fruit Plant Prices

HENRY EMLONG & SON, Stevensville, MICHIGAN

Lowest Prices in Years

This year you can plant Emlong Guaranteed Big Yielding Strains at about the same price you would pay jobbers for stock of unknown quality. Due to an ideal growing season, reduced wages, lower fertilizer costs, etc., we have saved thousands of dollars growing our stock and it is only fair to pass this great saving along to our customers.

World's Finest Stock

When you buy of Emlong you get the best. All stock is grown for planting only—it has not been weakened by fruiting—you are sure to get stock that is "chuck full" of life and vigor, healthy, true-to-name and 100% productive. We are the world's largest growers of this class of stock and are prepared to handle your order promptly and efficiently.

Order Early!

We allow a 7% cash discount on January orders and 5% discount on February orders. Order early and get the benefit of this big saving—it will help us both, as you are sure to get the stock you want and we can handle the office part of the work before our rush season starts. Due to reduced plantings for the past several years there will be a big demand for berry plants this season—play safe by ordering early.

IMPORTANT Every plant we offer is perfect-flowering and does not require mating. We have eliminated all female or pistillate varieties as we do not consider them desirable for either home use or commercial purposes. You can grow any variety we offer, alone, with good results, or several together if you prefer.

STRAWBERRY PLANTS

	25	50	75	100	200	300	400	500	1000
Senator Dunlap (Midseason)	\$0.30	\$0.50	\$0.75	\$0.90	\$1.50	\$1.90	\$2.20	\$2.50	\$4.00
Gibson (Midseason)30	.50	.75	.90	1.50	1.90	2.20	2.50	4.00
Aroma (Late)35	.60	.80	.95	1.70	2.10	2.50	2.75	5.00
Dr. Burrill (Midseason)35	.60	.80	.95	1.70	2.10	2.50	2.75	5.00
Premier (Extra Early)40	.75	.95	1.10	1.75	2.15	2.50	2.75	5.00
Pearl (Extra Late)40	.75	.95	1.10	1.85	2.25	2.65	3.00	5.50
Beaver (Extra Early)40	.75	.95	1.10	1.85	2.25	2.65	3.00	5.50
Cooper (Midseason)50	.80	1.05	1.25	2.10	2.95	3.40	3.75	6.85
Harvest King (Midseason)50	.90	1.15	1.40	2.25	3.00	3.60	3.95	7.50
Beauty (Medium Late)50	.90	1.15	1.40	2.25	3.00	3.60	3.95	7.50
Wilson (Late)60	1.00	1.35	1.60	2.40	3.35	3.90	4.50	8.50
Red Gold (Extra Early)60	1.00	1.35	1.60	2.40	3.35	3.90	4.50	8.50
Blakemore (Early)60	1.00	1.35	1.60	2.40	3.35	3.90	4.50	8.50
Washington (Late)85	1.35	1.90	2.35	4.00	5.50	6.65	8.00	15.00
Mastodon (Everbearing)85	1.35	1.90	2.35	4.00	5.50	6.65	8.00	15.00

RED, YELLOW, AND PURPLE RASPBERRY PLANTS (For Prices of 2-Year Transplants, See Page 26)

	12	25	50	75	100	200	300	400	500	1000
Early King, Select 1-Year	\$0.50	\$0.75	\$1.25	\$1.60	\$2.00	\$3.50	\$4.75	\$5.85	\$6.75	\$12.95
Early King, Medium 1-Year40	.60	1.00	1.40	1.65	2.75	3.50	4.45	5.25	9.95
Latham, Select 1-Year75	1.10	1.75	2.50	3.00	5.50	7.75	9.25	10.50	19.50
Latham, Medium 1-Year50	.85	1.25	1.85	2.35	4.00	5.50	6.75	7.85	14.75
Cuthbert, Select 1-Year50	.85	1.25	1.85	2.35	4.00	5.50	6.35	7.50	14.00
St. Regis, Select 1-Year75	1.10	1.75	2.50	3.00	5.50	7.75	9.25	10.50	19.50
Golden Queen, Select 1-Year	1.00	1.65	2.50	3.65	4.50	7.50	10.00			
Chief, Select 1-Year	1.25	2.00	3.50	4.75	6.00	10.50	14.50			
Columbian, Select 1-Year	1.00	1.50	2.25	3.35	4.00	6.65	9.20	11.50	13.50	25.50

BLACK RASPBERRY PLANTS (For Prices of 2-Year Transplants, See Page 22)

	12	25	50	75	100	200	300	400	500	1000
Cumberland, Select 1-Year	\$0.60	\$1.00	\$1.50	\$2.00	\$2.35	\$4.00	\$5.25	\$6.40	\$7.50	\$13.95
Cumberland, Medium 1-Year40	.60	1.00	1.40	1.65	2.75	3.50	4.45	5.25	9.95
Plum Farmer, Select 1-Year60	1.00	1.50	2.00	2.35	4.00	5.25	6.40	7.50	13.95
Plum Farmer, Medium 1-Year40	.60	1.00	1.40	1.65	2.75	3.50	4.45	5.25	9.95
Kansas, Select 1-Year60	1.00	1.50	2.00	2.35	4.00	5.25	6.40	7.50	13.95

BLACKBERRY, DEWBERRY, AND YOUNGBERRY PLANTS

	12	25	50	75	100	200	300	400	500	1000
Alfred, Select 1-Year	\$1.00	\$1.50	\$2.50	\$3.25	\$4.00	\$7.25	\$10.50	\$13.25	\$15.50	\$29.50
Alfred, 2-Year Transplants	1.50	2.75	4.50	6.25	7.85	13.50	18.50	23.50	27.50	50.00
Eldorado, Select 1-Year50	.75	1.25	1.75	2.35	3.50	4.85	6.00	7.50	14.00
Eldorado, 2-Year Transplants	1.00	1.75	3.00	4.25	5.50	9.40	12.50	15.50	18.00	33.50
Mersereau, Select 1-Year60	1.00	1.50	2.25	2.75	5.00	6.35	7.50	8.50	16.00
Mersereau, 2-Year Transplants	1.00	1.75	3.00	4.25	5.50	9.40	12.50	15.50	18.00	33.50
Lucretia Dewberry60	1.00	1.50	2.25	2.75	5.00	6.35	7.50	8.50	16.00
New Purple Youngberry	1.50	2.75	4.50	6.25	7.50	13.50	18.50	23.50	27.50	50.00

GRAPE VINES

	Each	6	12	25	50	100	200	300	400	1000
Concord, 1-Year No. 1	\$0.10	\$0.50	\$0.90	\$1.50	\$2.50	\$3.50	\$6.00	\$8.50	\$10.85	\$25.50
Concord, 2-Year No. 115	.85	1.25	2.35	3.50	5.50	9.50	12.85	16.50	39.50
Niagara, 1-Year No. 110	.50	.90	1.50	2.50	3.50	6.00	8.50	10.85	25.50
Niagara, 2-Year No. 115	.85	1.25	2.35	3.50	5.50	9.50	12.85	16.50	39.50
Delaware, 2-Year No. 120	1.00	1.50	2.50	4.50	7.85				
Moore's Early, 2-Year No. 115	.85	1.35	2.35	3.85	6.50	11.50	16.50	21.00	50.00
Campbell's Early, 2-Year No. 115	.85	1.35	2.35	3.85	6.50	11.50	16.50	21.00	50.00
Worden, 2-Year No. 115	.85	1.35	2.35	3.85	6.50	11.50	16.50	21.00	50.00
Brighton, 2-Year No. 115	.85	1.35	2.35	3.85	6.50	11.50	16.50	21.00	50.00
Caco, 2-Year No. 125	1.35	2.25	4.00	6.75	12.00	20.00	28.50		

YOUR MONEY'S WORTH OR YOUR MONEY BACK

Years of experience in which we have grown and handled millions of plants and trees and filled thousands of orders has taught us how to do it best. That is why we can guarantee every order to reach you in perfect condition, and every plant or tree to be 100% pure and true-to-name. If you find it otherwise, tell us about it and get your money back. You are taking no chances when you deal with us.

Members American Association of Nurserymen—Members Michigan Association of Nurserymen

FOR YOUR PROTECTION, BUY FROM A MEMBER

Instructions for Ordering

When to Order

Just as soon as you receive this catalog make out your order and send it to us so that we may reserve the stock you want.

Our plants sell out early every year, and many customers who wait until planting time to order are disappointed. Orders are booked in rotation, and first orders receive first attention, according to shipping date mentioned in the order.

The spring shipping season opens usually about March 20th, depending on weather, and continues the greater part of May. Fall orders can be filled in October and November, but spring planting is best.

Nursery stock is not like dry goods! When the supply is sold out it takes another whole year to grow more. Get your order in early so that we may reserve your needs until shipping time. **Don't be impatient about shipping dates**, as weather conditions often hinder the regular digging of plants and trees. We do our best to ship your stock on the date requested.

How to Order

Use the order blank provided in this section. **GIVE COMPLETE NAME AND ADDRESS, SHIPPING POINT, AND WRITE PLAINLY.** More order blanks sent on request.

Your Remittance

Send a Postal or Express Money Order if possible. Cash may be sent in registered letters. Checks will be accepted if properly made out, but must reach us 10 days before the order is shipped. Have checks certified at the bank if possible. No orders accepted for less than \$1.00 worth of stock.

Terms of Payment

Cash with order. PLEASE DO NOT ASK TO HAVE STOCK SHIPPED C. O. D. FOR COST.

If order amounts to \$10.00 or more a cash payment of one-fifth will reserve the stock early in the year, and balance may be sent early in April. All remittances must reach us 10 days before stock is shipped.

Discount for Early Orders

Although our prices are greatly reduced this year, we will offer 7% discount for orders received with **CASH IN FULL** during January; 5% discount on orders received with **CASH IN FULL** during February. Deduct this from remittance when ordering, or order more stock for the amount. **NO DISCOUNTS ON SPECIAL BARGAINS OR COLLECTION OFFERS.**

How to Ship

Parcel post is most desirable for small orders and express for large orders. Freight is too slow for nursery stock. If not certain of best method, **GIVE BOTH POST OFFICE AND EXPRESS OFFICE** and we will ship the best way.

Transportation Charges

Are paid by the customer on receipt of stock. You pay the charges C. O. D., thus you pay only your own exact charges. If a flat transportation charge was made, customers living only 300 miles from us would have to share the charges of those living 2000 miles away.

Parcels marked C. O. D. for delivery charges receive special attention of postal clerks, and are automatically insured. If your parcel, or any part of contents is lost or damaged, notify us at once. When reporting damaged stock, have your Postmaster or Express Agent sign the claim.

In Case of Error

We do not substitute without your permission, but when ordering late in the season state second choice. In case of error, kindly notify us immediately on receipt of stock.

Our References

Any bank or business house in Berrien County, Michigan. Dun's or Bradstreet's Commercial agencies. More than 250,000 satisfied customers.

Number of Plants Per Acre

	Number Plants	Distance Apart
Dewberry and Youngberry	1800	4 x 6 ft.
Strawberry Plants—Field	8000	1½ x 3 ½ ft.
Garden		1 x 2 ft.
Red Raspberry Plants	2400	3 x 6 ft.
Black Raspberry Plants	1700	3 ½ x 7 ft.
Blackberry Plants	1500	4 x 7 ft.
Grapes—Rich Soil	540	8 x 10 ft.
Poor Soil	440	8 x 12 ft.
Currants and Gooseberries ..	3550	3 x 4 ft.
Asparagus—Field Culture ..	5000	1 x 3 ft.
Garden Culture ..		1 x 1 ½ ft.
Rhubarb—Field Culture ..	6100	2 x 3 ½ ft.

SPACING DISTANCE FOR FRUIT TREES

Apple Trees	35 to 40 ft. apart each way
Pear Trees	20 to 25 ft. apart each way
Peach Trees	20 to 25 ft. apart each way
Sour Cherry Trees	20 to 25 ft. apart each way
Plum Trees	20 to 25 ft. apart each way
Apricot Trees	20 to 25 ft. apart each way
Sweet Cherry Trees	25 to 30 ft. apart each way
Quince Trees	10 to 12 ft. apart each way

Our Stock Endorsed By the Michigan State Officials

If you doubt our statements or the wisdom of ordering from Emlong's, you may write Mr. E. C. Mandenberg, In Charge of Nursery and Orchard Inspection, Lansing, Michigan (enclose stamp for reply). Mr. Mandenberg and his able assistant, Mr. C. E. Boyer, know nursery stock from A to Z, and visit our fields and packing plant frequently every year. The work these men have done in stamping out plant and tree diseases in Michigan will eventually mean millions of dollars to fruit growers throughout the country. Our stock is inspected twice each year and a copy of our Nursery Inspection Certificate accompanies every shipment we send out.

AMOUNT ENCLOSED

Our Number **Order Blank** Checked by

Order Blank

Checked by

Checked by

By Check
By M. O.
By Cash
By Stamps
(To be filled in by
customer).

Henry Emlong & Son

Stevensville, Michigan

Date 1932

Amt. of Order \$..... Amt. Enclosed \$..... Amt. Due \$.....
To be paid 10 days before shipment.

To be paid 10 days before shipment.

Ship to (Your Name) _____

Post Office **State**

R. F. D. No. Box No. Street and Number.

EXPRESS OFFICE County
(If different than Post Office).

*Shipping Date How to Ship (.....) (.....)
(See below) (Date when you want the order shipped). Express Parcel Post

Shall we substitute if necessary? Answer yes or no..... (Otherwise we will feel free to send plants of equal value or better when necessary).

IMPORTANT. Every shipment we send out carries our absolute guarantee of satisfaction. Due to our long experience and up-to-date methods of handling Nursery Stock, mistakes are very rare, but should any occur in filling your order the stock will be replaced free of charge or money refunded. In no case shall we be liable for more than the purchase price, and all orders are given and accepted with the understanding that same shall become void if we are unable to furnish the stock on account of strikes, drought, flood, or any other cause beyond our control. ***Sometimes unforeseen storms delay plant digging and shipping of Nursery Stock**, but we will ship your order as nearly on the date requested as weather conditions permit.

IMPORTANT. No discount allowed on Special Collections Total

If additional space is required, continue your order on any ordinary writing paper.
Read the back of this page.

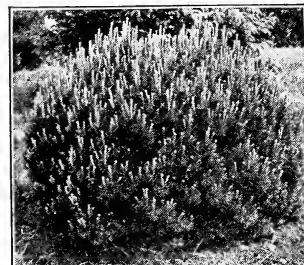
Order EVERGREENS Now at These LOW PRICES



Norway Spruce.
60c each; 3 for \$1.50;
10 for \$4.50.



Pyramidal Arbor-Vitae.
75c each; 3 for \$2.00;
10 for \$5.85.



Mugho Pine.
75c each; 3 for \$2.00; 10 for
\$5.85.

Want a Present?

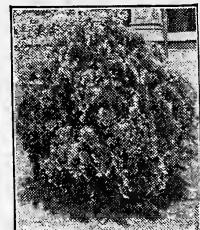
WHEN ORDERING, send us the correct, full names and addresses of friends whom you think are interested in setting out fruit plants, trees, or ornamental stock. For this favor we will include a nice present with your order.

Name

R. F. D. or Street Number

P. O. and State

Never before have you had an opportunity to buy big, husky evergreens at these prices! Every tree is a twice-transplanted, heavy rooted, well formed specimen. The Spruces and Pyramidal Arbor-Vitae measure 1 to 1½ feet tall, and Globosa, Pfitzers, and Mughos measure 10 to 18 inches in spread. Order now and have your needs reserved for spring delivery—only a limited quantity at these prices!



Globe Arbor-Vitae.
75c each; 3 for \$2.00;
10 for \$5.85.

Window Box Special

1 Globe Arbor-Vitae Only **\$1.85**
1 Mugho Pine, Dwarf
1 Pfitzer Juniper

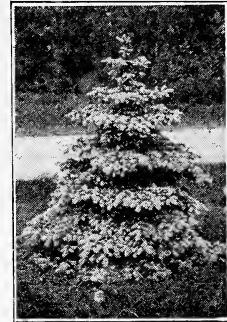
Entrance Planting

2 Pyramidal Arbor-Vitae Only **\$2.45**
2 Globe Arbor-Vitae

(Note: If desired you may have 2 Mugho Pine or 2 Pfitzer Juniper instead of 2 Globe Arbor-Vitae).

Complete Landscape Planting, \$3.45

1 Norway Spruce	1 Mugho Pine
1 Colorado Spruce	1 Pyramidal Arbor-Vitae
1 Pfitzer Juniper	1 Globe Arbor-Vitae



Colorado Blue Spruce.
\$1.00 each; 3 for \$2.50;
10 for \$6.85.

Plant a Living Christmas Tree

Spruces are most popular for living Christmas Trees, for they grow everywhere, and form symmetrical shapes which are easy to decorate. Plant several about your grounds so so that you will not need to buy a Christmas tree every year in the future.

Evergreens are becoming increasingly popular for Window Box plantings. The following varieties are adapted to this use, and may be clipped to keep them small: Globe Arbor-Vitae, Mugho Pine, Pfitzer Juniper, Pyramidal Arbor-Vitae, Norway Spruce. The Pyramids are also planted in earthen jars to be used on verandas and terraces.



Pfitzeriana Juniper.
75c each; 3 for \$2.00; 10 for \$5.85.

Send Your Friends' Names

Emlong Blackberries Pay

New ALFRED Blackberry

The new Blackberry that has become a universal favorite for home use and market. Alfred never fails to produce a big crop of extra fine, large berries that command top prices on every market.

The fruit is of the finest quality of any Blackberry that we have grown, ideal for table use as it is nearly seedless and coreless. The flavor is sweet and enticing. Berries grow to immense size, many measuring 1½ to 2 inches in length. They are glossy, jet black. (Picture at the right).

Alfred yields heavy crops and the fruit is of such fine quality that it holds up well for marketing. Being so attractive in appearance, Alfred brings a much higher price than common Blackberries.

The fruit ripens early, often a week earlier than other varieties and continues over a long fruiting season. Canes bear young.

A perfectly hardy variety, having been known to withstand a temperature of 30 degrees below zero without any injury.

Being a vigorous grower, Alfred quickly develops strong, well-branched canes on which to bear the tremendous load of fruit.

(Prices in center of book).

Other Blackberries on page 28.



Don't overlook the Berry Gardens on page 23 of this book. A collection to fit every garden.

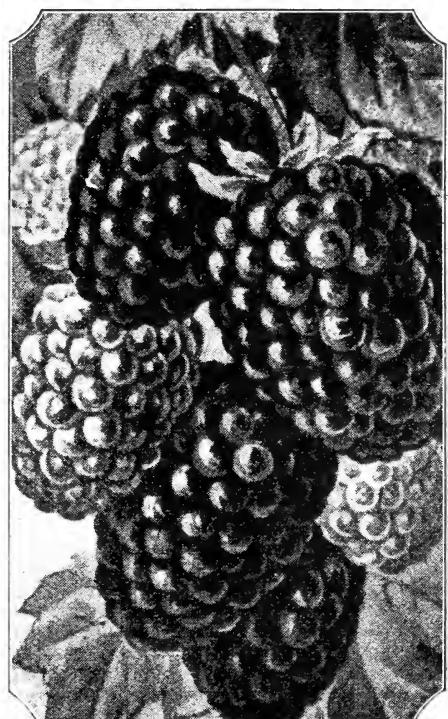
The Delicious New YOUNGBERRY

A berry that is vastly different from other small fruits commonly grown in this part of the country. While the Youngberry is comparatively new, it has been grown in small plots in nearly every state long enough to prove its value for home use and commercial purposes. Leading agricultural publications comment very favorably on its merits, because of high prices the fruit brings to growers.

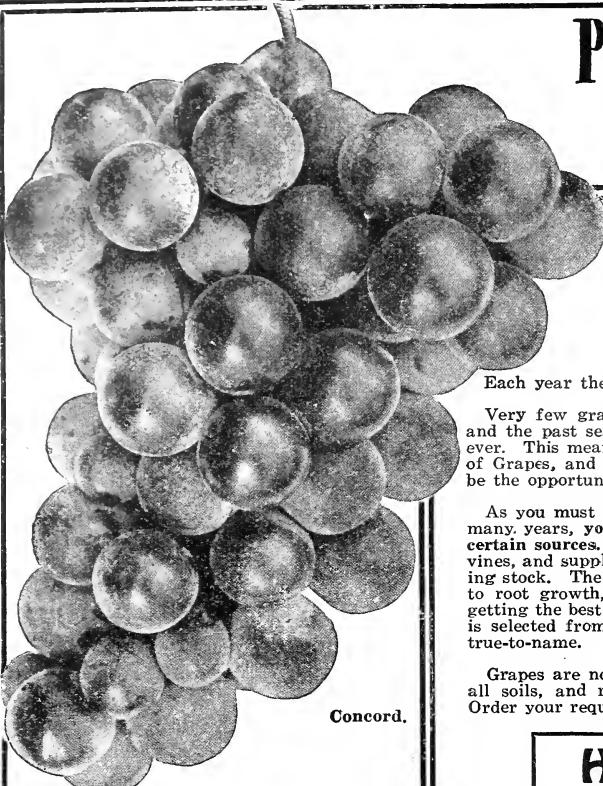
The Youngberry is the result of a crossing of the Dewberry and Loganberry, and resembles both parents in manner of growth. It is resistant to heat and cold, very vigorous and adapted to a wide range of soils and climatic conditions. In productiveness the Youngberry has no equal.

Youngberry fruit is rich wine color. Many berries are an inch in diameter and 1½ inches long. The flavor is enticingly pleasant, tart and sweet. We can best describe this berry by stating that it incorporates the sweetness of the Strawberry, pleasant flavor of the Red Raspberry, juiciness of the Grape, rich tartness of the Blackberry. It is excellent for table use, canning, making pies, and jelling.

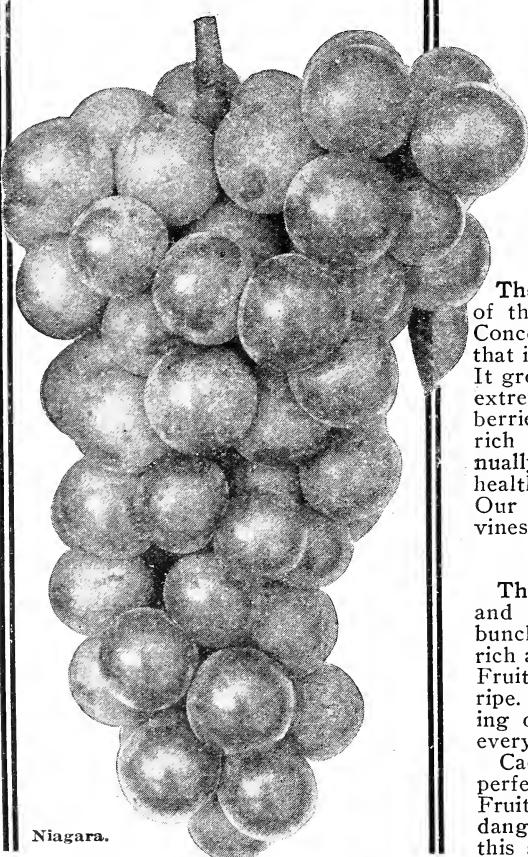
Our stock of plants is limited and we urge you to order early. (Prices in center of book).



Plant EMLONG Easy to Grow



Concord.



Niagara.

RIGHT NOW

is the time to start a vineyard
if you want to make money

Each year the demand for Grapes becomes keener.

Very few grape plants have been grown during the past few years, and the past seasons of dry weather make the supply more scarce than ever. This means that in a few years' time there will be a great scarcity of Grapes, and if your vineyard comes into bearing at that time it will be the opportunity of a lifetime to "get in on the profits!"

As you must depend on a vineyard to produce profits over a period of many years, you cannot afford to plant cheap stock, secured from uncertain sources. We have specialized for years in producing select grape vines, and supply many of the largest growers in the country with planting stock. The soil on which our vines are grown is especially adapted to root growth, and when you buy Emlong stock you can be sure of getting the best that can be found in the country. Our propagating stock is selected from bearing vineyards, and we guarantee every vine to be true-to-name.

Grapes are no doubt the easiest of all fruits to grow. They thrive on all soils, and require very little attention. The harvesting is simple. Order your requirements early this year for the supply will not last long.

Home Owner's Vineyard

These vines will produce an abundance of fruit for eating, preserving, and grape juice for a large family. All 1-yr. No. 1 selected stock:

- 12 Concord. Midseason blue; for wine and market.
- 6 Moore's Early. Earliest, first class black.
- 3 Brighton. Red. Midseason market variety.
- 6 Niagara. White. Best all-purpose white variety.
- 3 CACO. Mammoth red eating grape.

30 BIG, HEALTHY VINES—**\$2.00**

Concord

The National Wine and Table Grape. In every section of the country, with the exception of the Pacific Coast, Concord is the most popular Grape. It is the one variety that is supreme for every purpose where Grapes are wanted. It grows on all soils, in all climates, is perfectly hardy, and extremely productive. The bunches are large and compact, berries large, bluish black overspread with bloom. Flavor rich and superb, sweet and juicy. Fruit is produced annually in great abundance. The vines are strong and healthy, foliage tough and resistant to disease and insects. Our cuttings are taken from over forty acres of bearing vines, and every vine is guaranteed to be true to name.

Caco

The Most Beautiful Red Grape. Caco is a rich, wine-red and amber color, having unusually large berries. The bunches are enormous and very compact. The flavor is rich and melting, sweeter than that found in other varieties. Fruit can be eaten fully two weeks in advance of being fully ripe. The young bearing, quick growing, and early ripening qualities of Caco have made a name for the variety everywhere.

Caco has no equal for home use. The vines are strong, perfectly hardy, vigorous in growth and prolific bearers. Fruit ripens early in September and is fully matured before danger of frost. We have only a few Caco vines to offer this season, and suggest ordering at once.

GRAPES

Bring big Returns

Grape Arbor, \$1

6 Concord. Blue.

3 Niagara. White.

3 Campbell's Early. Black.

3 Brighton. Red.

15 Strong, 1-yr. No. 1 Vines \$1.00

2-yr. No. 1 Vines \$1.95

Niagara (White). The leading commercial white Grape. More productive than other white varieties. The quality of Niagara compares with Concord, being superb for home use or shipping. Bunches are large and compact, berries large and of attractive appearance. In great demand as a table and wine Grape.

Worden (Black). A seedling of Concord, and while its berries and bunches are larger and the fruit of better flavor and more attractive appearance, it is not as good a keeper or shipper. Very superior for home use and nearby markets, and brings a higher price than Concord because of the large size. Ripens one or two weeks earlier than Concord.

Brighton (Red). A very handsome dark red Grape of high quality, attractive appearance, and medium size fruit. One of the more dependable croppers. Ripens a little earlier than Concord. Adaptable to all soils.

Campbell's Early (Black). The characteristics which give this Grape its merit are high quality, freedom from foxiness, small seeds, earliness of maturity, large size and attractive appearance of bunch and berry. Has good keeping qualities. Very hardy.

Delaware (Red). A rich and delicately flavored little red Grape that is generally recognized as the standard of quality by which to judge other Grapes. Excellent for home gardens as vines are compact in growth.

Moore's Early (Black). We consider this the best early commercial Grape. It ripens two or three weeks ahead of Concord. Bunches are large, rather loose, berries covered with purplish bloom. Vines are vigorous, hardy and productive. Fruit holds up for marketing.

(Prices in center of book).

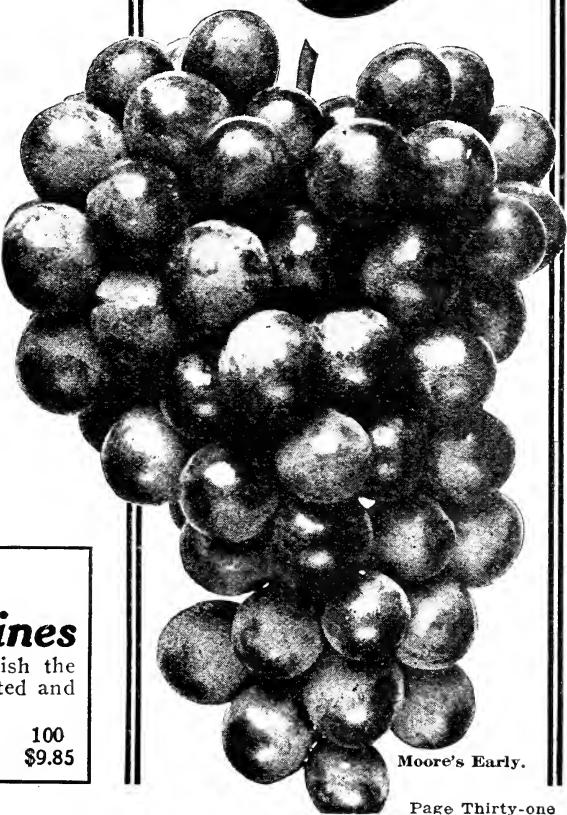
Three-Year-Old, Extra Large Concord Vines

For those wanting quick results we can furnish the popular Concord variety in extra large, well rooted and branched, 3-year vines. Supply limited.

Each	6	12	25	50	75	100	
Price	\$.20	\$1.00	\$1.85	\$3.50	\$5.00	\$6.85	\$9.85

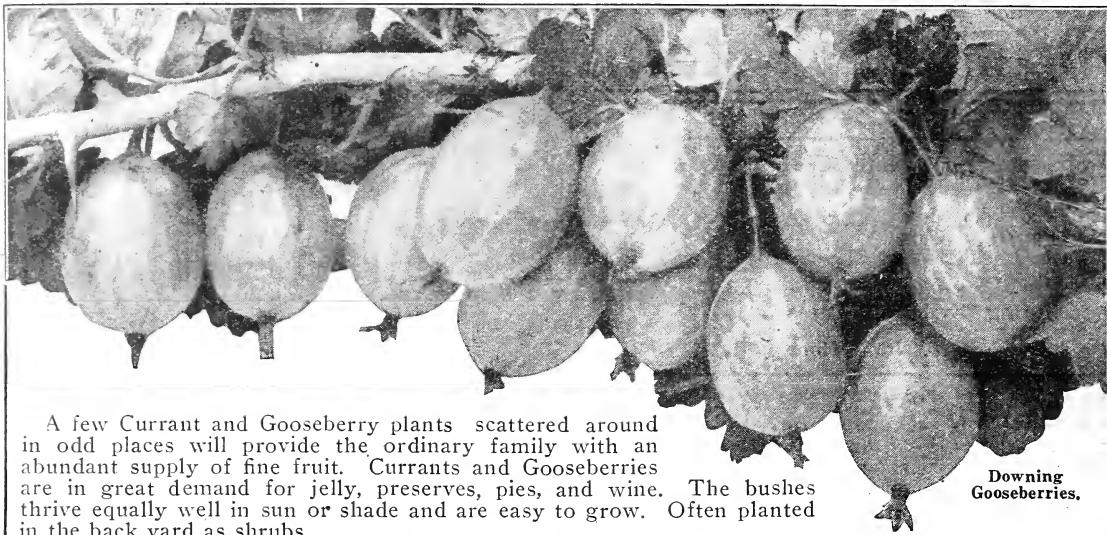


Caco.



Moore's Early.

More Money Crops for You—



Downing
Gooseberries.

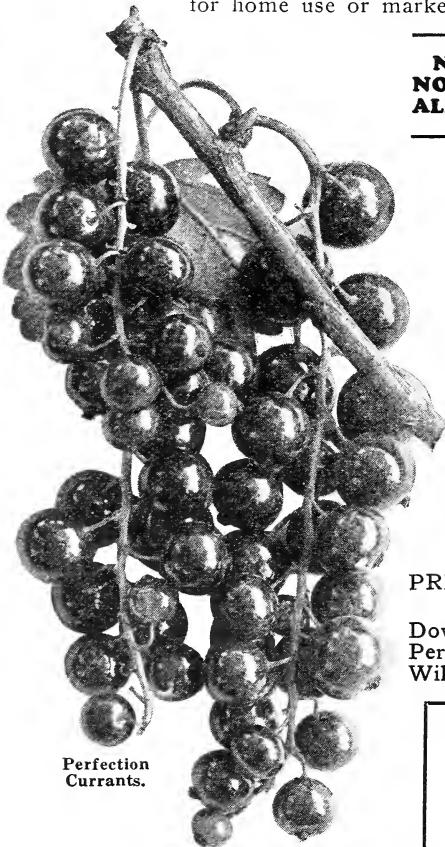
A few Currant and Gooseberry plants scattered around in odd places will provide the ordinary family with an abundant supply of fine fruit. Currants and Gooseberries are in great demand for jelly, preserves, pies, and wine. The bushes thrive equally well in sun or shade and are easy to grow. Often planted in the back yard as shrubs.

This fruit is scarce and sure to prove a money-making commercial crop.

Downing Gooseberries

Most popular Gooseberry throughout the country because of its productiveness. The berries are large and of excellent quality, beautiful appearance, yellowish green color. Downing bushes are perfectly hardy and produce a vigorous growth even on poor soils. Excellent for home use or market.

NOTE: CURRENT AND GOOSEBERRY PLANTS CAN-NOT BE SHIPPED WEST OF THE MISSISSIPPI RIVER. ALL ORDERS MUST BE SHIPPED BEFORE MAY FIRST.



Perfection
Currants.

Perfection Currants

A comparatively new variety, hailed as "King" of Currants. Berries are a beautiful, bright red, and are extra-large—borne in clusters. Many clusters are six inches long and berries are large to the end of bunch. Stems are long, making it easy to pick the fruit without crushing. Ripens midseason and is tremendously productive. Quality excellent. Flavor rich, sub-acid. Largest and best flavored Currant.

Wilder Currants

An exceptionally strong-growing and productive Currant. Berries are deep red and very attractive; quality and flavor extra good. Berries cling to the bush long after becoming ripe. Clusters large. Plants healthy, vigorous, and resistant to disease.

PRICES OF CURRENT AND GOOSEBERRY PLANTS:

	6	12	25	50	100	300	1000
Downing, 2-yr. . . .	\$1.00	\$1.75	\$3.25	\$5.50	\$ 9.85	\$25.00	\$ 75.00
Perfection, 2-yr. . . .	1.25	2.00	3.75	7.00	12.50	35.00	100.00
Wilder, 2-yr. . . .	1.00	1.75	3.50	6.00	10.50	28.50	85.00

Currant-Gooseberry Garden

- 6 Perfection Currant
- 6 Wilder Currant
- 6 Downing Gooseberry

All strong two-year bushes.

\$1.85

Grow **ASPARAGUS!**

for **EARLIEST
SPRING INCOME**



Don't waste half of the year waiting for your Strawberry crop to ripen! Plant Asparagus and Rhubarb and have an **early spring income**. These crops are easy to grow and should be in every garden and on every farm.

Washington [Rust-Proof]

We offer the **Washington** (Rust-Proof) variety of Asparagus because this variety is recommended by the U. S. Department of Agriculture, and has proven superior to **all other varieties**. Don't plant the older, cheaper varieties of Asparagus—you'll only cheat yourself.

Because Washington is **immune to rust**, one planting will produce profitable crops for many years. Stalks are clean and **easy to sell**. Washington is **earlier** than other varieties and more productive. Stalks are larger and more tender. Color, purplish green. A rapid grower, which means **many cuttings**.

Buyers pay fancy prices for Washington, for once eaten it's always demanded.

PRICES OF ASPARAGUS ROOTS:

	25	50	75	100	200	300	1000
Select 1-yr. roots ..	\$0.50	\$0.75	\$1.00	\$1.35	\$1.85	\$2.85	\$6.50
Ext. select 2-yr.							
roots75	1.25	1.40	2.00	3.25	4.50	10.50
Heavy, "Jumbo",							
3-yr. roots	1.00	1.75	2.25	2.85	5.00	6.85	19.50

Cultural Directions
on Request.

EMLONG'S NURSERY
Stevensville, Mich.

RHUBARB

Extra-Select Myatt's Linnaeus (Peach Flavor)

This fine Rhubarb differs greatly from the old "pie plant" and the stalks are very large, tender, juicy, and mild in flavor. The yield is abundant, and stalks can be cut much earlier than common varieties.

For home use our Peach Flavor Rhubarb is excellent, as it provides fruit for early spring pies and desserts. Buyers demand select Rhubarb, and as this is the earliest fruit of the year it never fails to bring a good price. Grow and market Rhubarb in connection with your Asparagus.

EXTRA LARGE SELECT ROOTS:

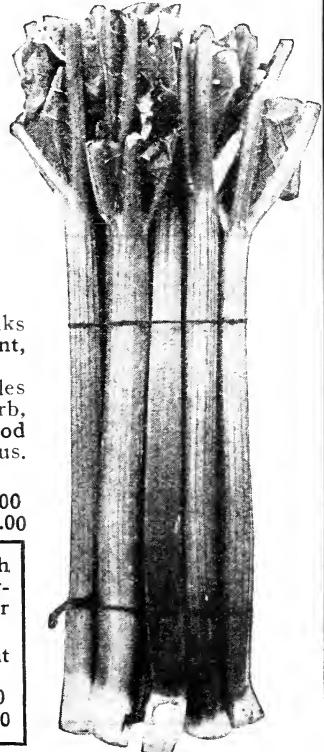
	6	12	25	50	75	100	250	1000
Prices	\$0.75	\$1.25	\$1.85	\$3.50	\$4.75	\$6.00	\$13.50	\$50.00

Bohemian Horseradish Roots Horseradish

thrives everywhere and should have a place in every garden. Very valuable for appetizers, relishes, etc. Easy to grow, to can, and to sell.

Bohemian roots are white, tender, and free from stringiness. Plant Horseradish roots with tops one inch below surface of ground.

	6	12	25	50	100	1000
Prices	\$0.50	\$0.75	\$1.00	\$1.75	\$3.00	\$25.00



Emlong Trees Produce Quality Fruits

Choice Fruit Trees

HIGHEST QUALITY—FAIR PRICE

When we say that EMLONG FRUIT TREES ARE THE BEST THAT MONEY CAN BUY, we do not mean that they are the most expensive. You cannot judge nursery stock by the price you pay, for often you pay a high price for very common stock. We know that it is impossible to buy BETTER trees than we offer, because we spare no expense in growing, handling, and packing them RIGHT. We always charge a FAIR price for everything. By handling large quantities of stock every year and selling direct to the customer we eliminate the middleman's profit and give our customers the benefit of our saving.

IMPROVED METHODS OF GROWING

Years of experience in the nursery business have taught us that only fruit trees grown by reliable nurserymen can give maximum satisfaction and profits to the planter. Emlong trees are grown right because we start with the highest grade, imported seedlings for propagating. Grafts and buds are selected with utmost care by expert orchardists and taken from the heaviest bearing specimens. All trees are grown on rich, well-drained, upland soil that is especially prepared and fertilized to encourage deep, heavy, fibrous root growth. Northern grown fruit trees are recognized everywhere as the safe and sure kind to plant.

EVERY TREE OF A UNIFORM GRADE

We offer our customers only two-year, medium height trees for the following reasons: These trees have an abundance of heavy, fibrous roots that quickly take hold in their new growing place. Larger trees have only a few big, clumsy roots which often become badly broken, and require a long time to throw out "feeders" after being transplanted. The caliper of a medium height tree is almost as great as that of a tall tree, and it will quickly put on new growth to reach an equal caliper the first year. Medium height trees are branched, but do not require as severe top pruning as big trees, therefore make a better showing a year or two after planting than trees that looked larger when planted. Leading orchardists throughout the country confirm this statement.

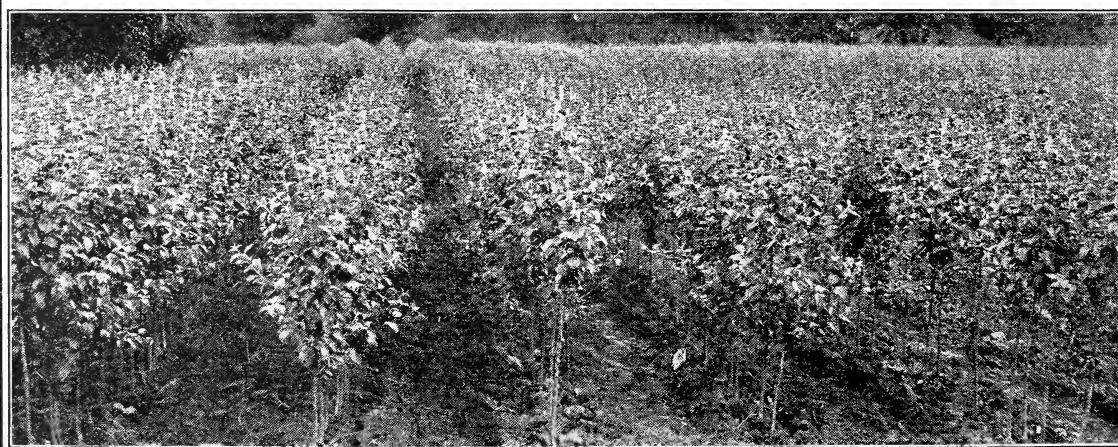


Cherry Orchard in Bloom.

Beauty of the Blooms

A few well placed fruit trees will make your yard a show-place in the community during Blossom Time! And you'll be equally proud when the branches are bending down with luscious fruit.

When it's Blossom Time in Southwestern Michigan, every farm is a-glow with beauty, and visitors come from all parts of the country to enjoy the beauty and fragrance of Nature's handiwork.



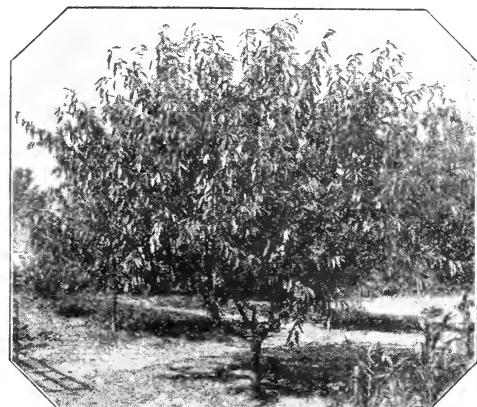
Straight, Deep Rooted, Branched Trees in Our Nursery

Plant The Best - Get Quick Returns

for Yard and Orchard

Whether you want fruit trees for your back yard, or a large orchard planting, Emlong trees "fill the bill." Don't waste time with spindly, cheap trees when you are assured real ORCHARD SATISFACTION by planting Emlong stock! Consider the following facts:

1. **Buy guaranteed, true-to-name planting stock.** Select a few of the best varieties of each kind of trees, for early, midseason and late fruiting, and order the stock from a nursery noted for reliability. Emlong trees are guaranteed to be true-to-name, free from disease, and to reach you in growing condition.
2. **Fast-growing strains of trees shorten the years of waiting for fruit.** Get started with strong, whole-rooted trees that have the pep to start growing immediately after planting. F. E. Haggard of Francisco, Indiana, says: "The 375 Peach trees that I bought of you last spring are close to six feet tall now (Aug. 28). A good sample of what your trees can do!"
3. **Young-bearing fruit trees help you to realize profits from your investment quickly.** Emlong fruit trees are noted throughout the country for their ability to bear heavy crops while the trees are still young. Many customers report having a crop of Peaches, Cherries, even Pears, the second and third year. Mr. L. W. Shoup, Oakdale, Pa., tells us that the medium-height fruit trees he purchased from us made trunks $1\frac{1}{2}$ " to $1\frac{3}{4}$ " in diameter the first year, and look to be well able to carry a crop of fruit.
4. **Get the maximum profits from your fruit trees.** It's not much more work to harvest ten bushels of fruit from a tree than to harvest three bushels, but the profits are different! That's why Emlong customers recommend our trees to their friends—because their own orchards are bringing them big returns every year. Trees that are grown right in the nursery, handled and packed right, and receive proper planting and after-culture, are sure to bear heavily and produce high-grade fruit.



A Four-year-old Emlong Peach Tree
Which Bore a Full Crop This Year.

Notice!

On pages 37 and 38 you will find complete orchards suitable for the home yard. These trees will supply you with a complete assortment of delicious tree fruits to eat fresh and to can. ORDER EARLY!

HENRY EMLONG & SON
Stevensville, Michigan

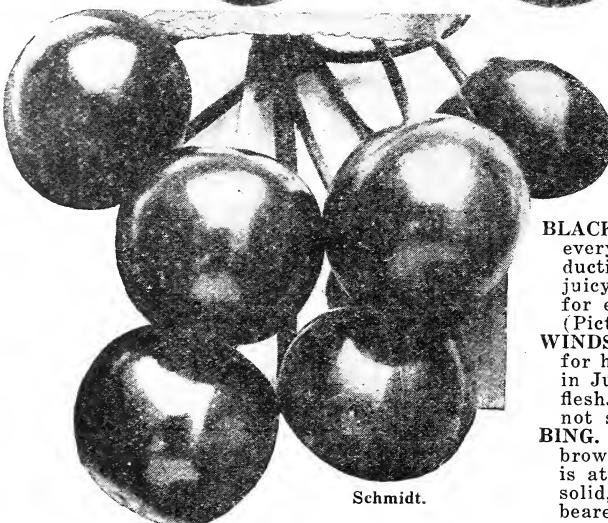


Mean Healthy, Quick-Fruiting Orchards For You

grow profitable Tree Crops -

CHERRIES

Windsor.



Schmidt.



Napoleon.

Lucky 5 Cherry Orchard

1 Tartarian. Black; sweet.
 1 Windsor. Late; red; sweet. **\$2.00**
 1 Napoleon. Yellow; sweet.
 1 Richmond. Early; sour.
 1 Montmorency. Late; sour.
 All 2-year Carefully Selected Trees.

Sweet Cherries

BLACK TARTARIAN. A very hardy tree which thrives everywhere. Vigorous in growth and very productive. The fruit is large, bright purplish black, juicy, sweet, and of rich flavor. Flesh is firm. Fine for eating, canning or market. Ripens late June. (Pictured on page 37).

WINDSOR. A late variety which is very valuable for home use and profitable for marketing. Ripens in July. Fruit is large, dark red, with firm, sweet flesh. Fruit hangs on the tree a long time and is not subject to rot.

BING. The popular, new sweet Cherry with dark brown, nearly black color. Extra large fruit which is attractive for local market or shipping. Flesh solid, fine flavor. Tree is hardy and a prolific bearer. Ripens in July. (Picture page 37).

SCHMIDT. An excellent market Cherry. Fruit is very attractive and keeps well. Deep crimson-red color. A heavy producer of extra large, tender, juicy fruit.

NAPOLEON, Yellow Sweet. (Sometimes called Royal Ann). A magnificent, large, yellow Cherry with bright red cheek. Bears fruit that is firm, juicy and sweet. Highly recommended as an all-around Cherry for eating, canning or market. Ripens in July.

PRICES, SELECTED TWO-YEAR TREES:

Each	3	10	25	50	100
\$0.50	\$1.35	\$3.75	\$9.00	\$17.50	\$34.50

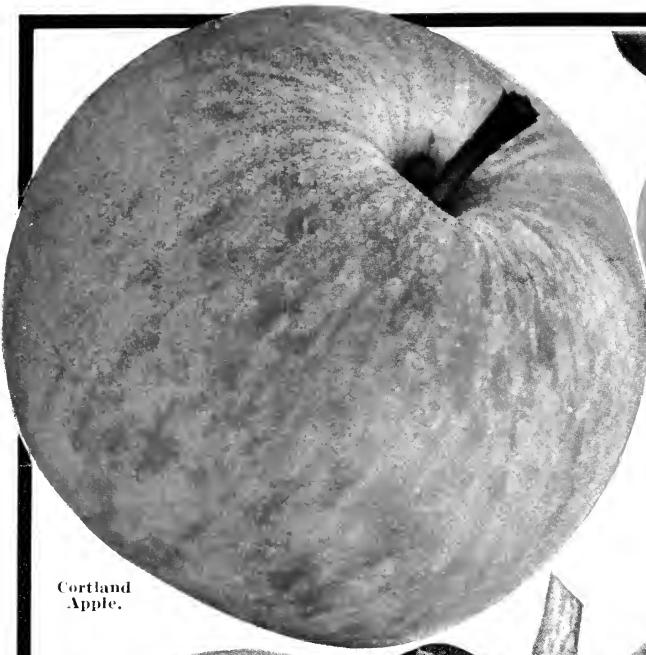
Sour Cherries

LARGE MONTMORENCY. The best late Sour Cherry, ripening about ten days later than Richmond. Fruit extra large, bright, shiny red, firm, juicy; fine for market and shipping. Keeps well and is excellent for canning. Tree strong grower, perfectly hardy, bears young and can be depended on to produce a full crop. (Picture on page 38).

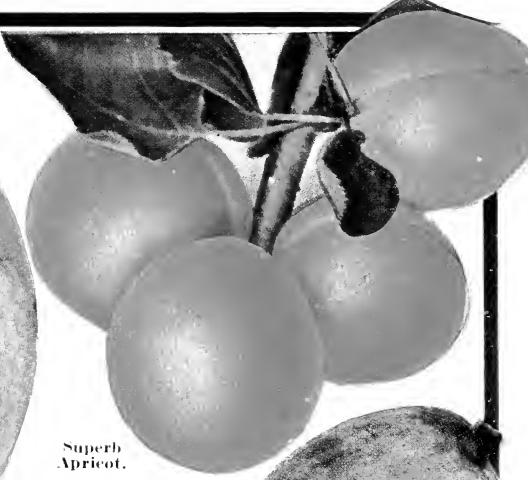
EARLY RICHMOND. Earliest Sour Cherry. A very popular and valuable acid variety. Fruit is medium large, bright red and juicy. Fine for pies and canning. Bears a heavy crop yearly. A slender tree which is very hardy.

PRICES, SELECTED TWO-YEAR TREES:

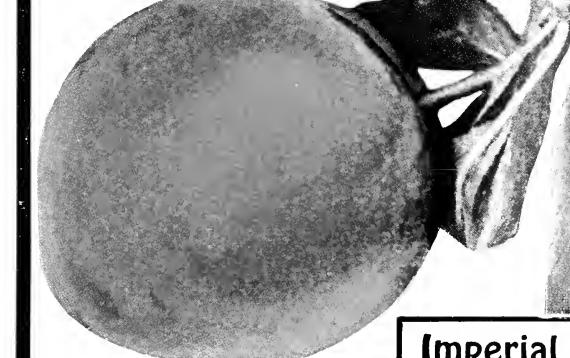
Each	3	10	25	50	100
\$0.50	\$1.35	\$3.75	\$9.00	\$17.50	\$34.50



Cortland
Apple.



Superb
Apricot.



Waneta
Plum.



Douglas
Pear.

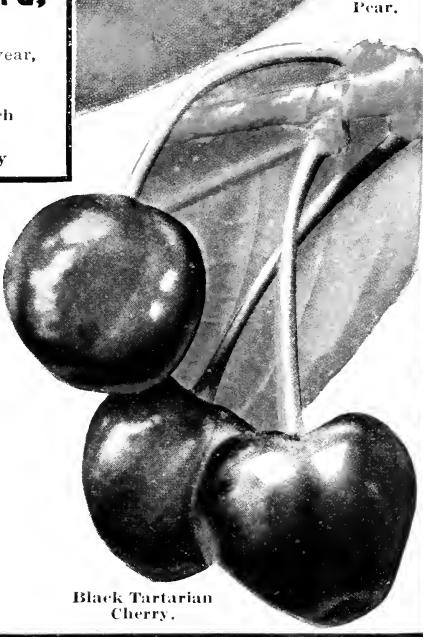
Imperial Orchard,
\$2.50

New varieties. All two-year,
first-class trees.

- 1 New Cortland Apple
- 1 New Waneta Plum
- 1 New South Haven Peach
- 1 Superb Apricot
- 1 New Douglas Pear
- 1 Black Tartarian Cherry



South
Haven
Peach.



Black Tartarian
Cherry.

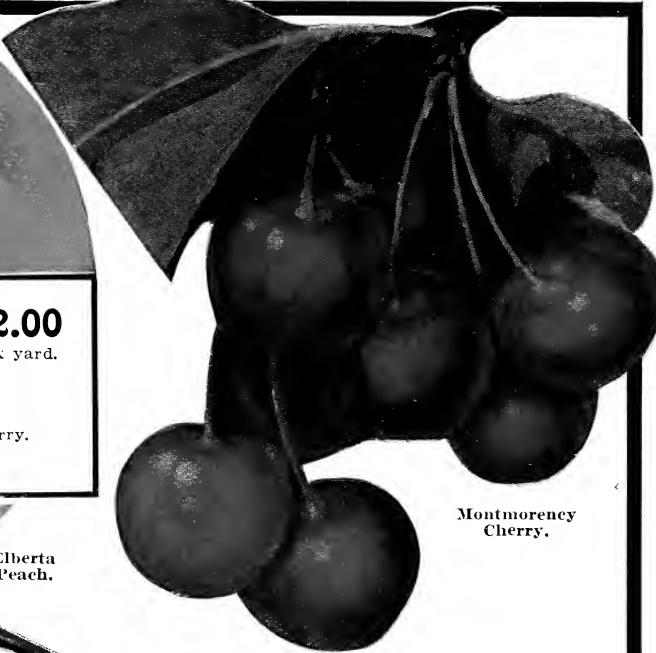


Family Orchard, \$2.00

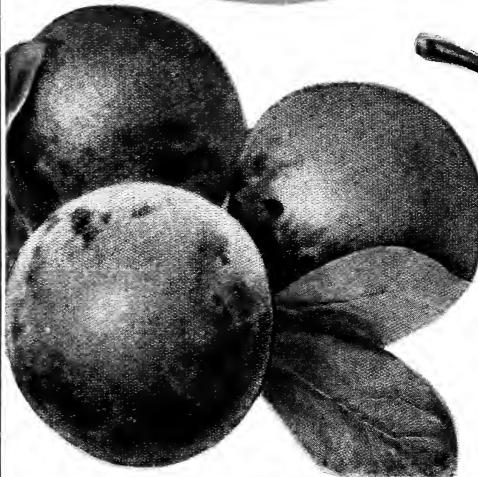
Enough trees for the average back yard.
Two-year, first-class trees.

- 1 Elberta, Favorite Peach.
- 1 Monarch, Blue Plum.
- 1 Delicious, Red Winter Apple.
- 1 Montmorency, Large Sour Cherry.
- 1 Bartlett, Favorite Pear.
- 1 Bing, Black Sweet Cherry.

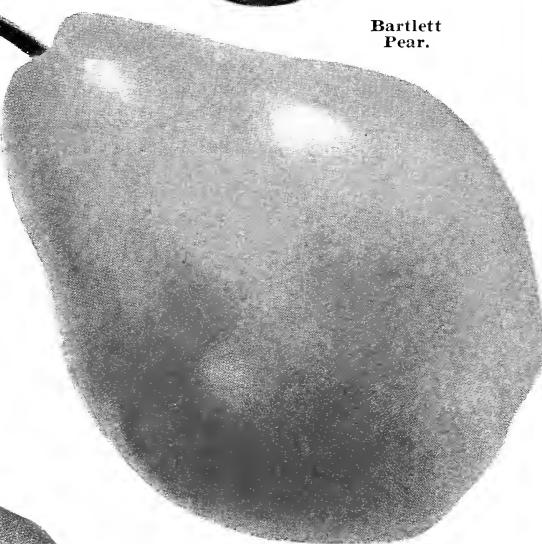
Elberta
Peach.



Montmorency
Cherry.



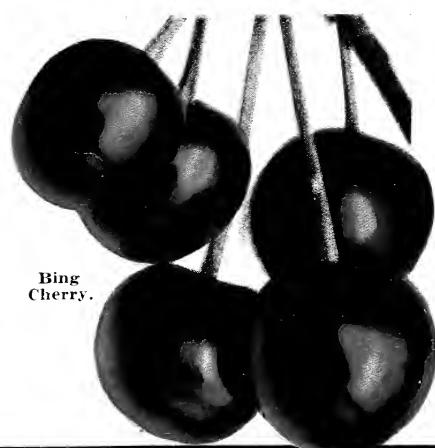
Monarch Plum.



Bartlett
Pear.



Delicious
Apple.



Bing
Cherry.

FAVORITE PLUMS

for Home and Market

Waneta A Masterpiece in Fruit. The hardiest Plum for the Northwest. A reddish purple color with firm, sweet, juicy, yellow meat. These Plums grow to two inches in diameter and you can readily see that they would bring a premium price on the market. (Note picture on page 37). The trees bear very young, often the year after planting. A record-breaking producer and money-maker. Order early as the supply is limited.

BURBANK. A beautiful, orange-yellow Plum dotted and marbled with red. Flesh is meaty, yellow, and of excellent flavor. Holds its shape and color well for canning and is a fine market variety. Ripens in July. Tree is hardy, bears young, and grows well on all soils.

GERMAN PRUNE. The popular Plum for canning and drying. Medium size, oval shape fruit of bluish purple color. Flesh is very firm, juicy and highly flavored. Ripens in September.

MONARCH. A large, nearly round, dark purple Plum with juicy, sweet flesh. Very firm in quality and makes a fine market variety and shipper. Freestone. Tree is vigorous and productive. Fruit ripens in October. (Picture on page 38).

ABUNDANCE. One of the best known and popular Plums grown in America. Fruit is medium to large, amber color, nearly covered with bright red, overspread with bloom. Flesh deep yellow, juicy and of delicious sweetness. Has a small stone, easily pitted. Tree is an early and dependable bearer.

YELLOW EGG. The most popular Yellow Plum. Very hardy, trees grow rapidly, and produce abundant crops. Fruit is medium to large, rich yellow in color. A showy market Plum, and excellent for canning.

PRICES SPECIAL SELECTED TWO-YEAR TREES:

Each	3	10	25	50	100
\$0.50	\$1.35	\$3.75	\$9.00	\$17.50	\$34.50

FAVORITE PLUM ORCHARD

1 WANETA. Mammoth wine-colored.

1 GERMAN PRUNE. Canning and drying.

1 ABUNDANCE. Amber-red canning Plum.

1 MONARCH. Late purple.

1 YELLOW EGG. Best yellow.

\$1.95

All 2-Year Selected 4-5 ft. Trees.

Orange Quince

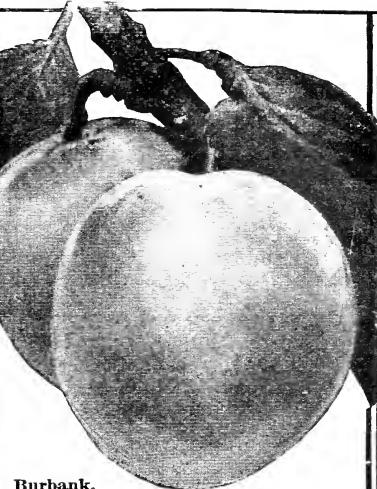
"The Most Widely Grown Quince"

The fruit is large, nearly orange-shaped, and of excellent flavor. Trees bear young and are very productive.

Quinces are scarce on the market and bring a good price wherever offered. They are easy to grow. The fruit is valuable for preserving with other fruits, making jellies, conserves, etc.

Price: 2-year, 5-ft. trees,
65c each; 10 for \$5.25.

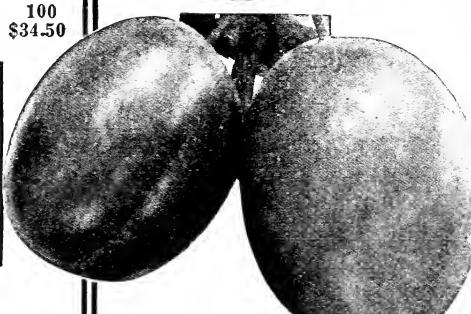
Orange Quince.



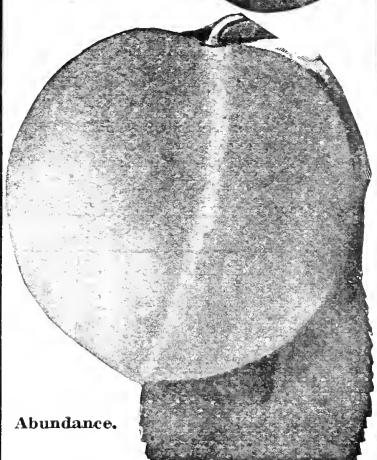
Burbank.



German
Prune.



Yellow Egg.



Abundance.



EMLONG APPLE GROW FAST Summer Apples

YELLOW TRANSPARENT. Best early Apple. Waxy yellow fruit of good size. Flesh white, mild, juicy and sweet. Covers long fruiting season. Tree vigorous and very productive.

RED ASTRACHAN. Rich red, not striped but covered with bloom. Flesh white, crisp, moderately juicy, pleasantly acid. Delicious for eating, and of dependable quality for cooking and market.

Fall Apples

New Cortland Late fall. One of the greatest eating and market apples. Fruit is large, round to conical in shape. Color, beautiful dark red, splashed and striped with carmine and yellow, and overspread with purplish bloom. Flesh is fine grained, crisp and juicy, white and firm. Aromatic flavor makes it a fine desert Apple. Fruit clings to tree very well, and does not bruise easily. Trees large, hardy, healthy, and sure croppers. Bears young.

Price of Cortland trees: 2-yr., 4-5 ft., 50c each; 10 for \$4.50; 50 for \$20.00; 100 for \$35.00.

WEALTHY. Early fall. Large, round Apple with smooth skin and dark red markings. Flesh white, tender and sub-acid.

McINTOSH. Late fall. Bright red, spicy flavored, medium size fruit. Highest quality for home use and market.

STAYMAN'S WINESAP. Late fall. Dark red, tinged yellow with rich, enticing flavor. Succeeds everywhere. Excellent for eating and market.

GRIMM GOLDEN. Fruit medium to large, bright yellow with pink cheek. Fine grained, juicy, with mild, pleasant flavor. Ranks with the best.

Prices all varieties except Cortland: Extra-select 2-year trees—

Each	3	10	25	50	100
\$0.35	\$1.00	\$3.00	\$7.00	\$12.50	\$23.50

McIntosh

Wealthy

Tolman Sweet

Winesap

Russet

Big 10 Apple Orchard \$2.50

1 Golden Russet 1 Tolman Sweet 1 Northern Spy
1 Wealthy 1 Stayman's Winesap 1 Winter Banana
1 Jonathan 1 Yellow Transparent 1 Red Delicious
1 McIntosh

ALL TWO-YEAR, WELL ROOTED, SELECTED TREES.
(Pictures on this and opposite page).

SELECTED TREES BEAR YOUNG Winter Apples

Red Delicious Undoubtedly the most popular Apple grown, commanding a high price on all markets. Large fruit, conical in shape, beautiful crimson color, mottled with dark red. Flesh is fine grained, crisp, tender and juicy, very sweet. Quality superb. Excellent keeper and shipper. Trees hardy, vigorous, and bear a heavy crop annually.

TOLMAN SWEET. Most worth-while Sweet Apple. Fruit medium large, whitish yellow, with faint blush. Flesh white, very firm, rich and sweet.

GOLDEN RUSSET. The Apple with a delicious, spicy, unusual flavor. Medium to large, deep yellow covered with russet. Excellent for eating, cooking, and marketing. Tree hardy and productive.

JONATHAN. Beautiful red, highly colored and flavored. Flesh tender, juicy and rich. Excellent keeping qualities. Trees bear young and heavily.

BALDWIN. Leading commercial Apple for market, storage and export. Large, glossy red fruit with very firm flesh. Keeps well into the spring.

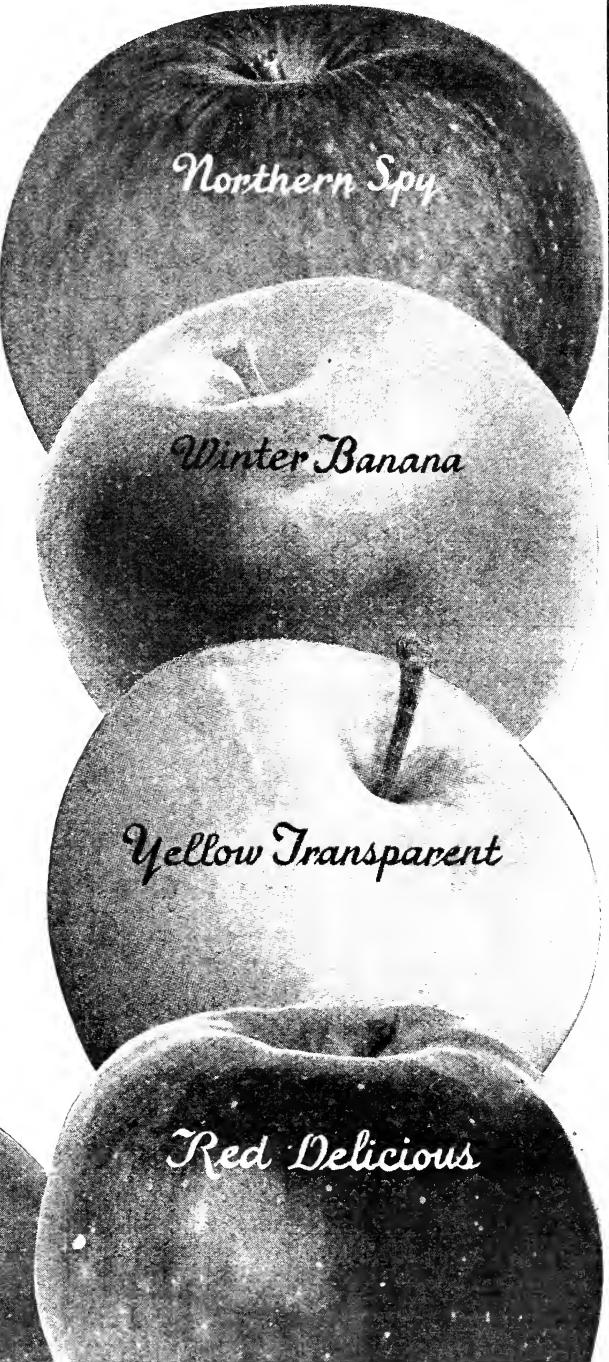
NORTHERN SPY. Extra-large, greenish yellow fruit with red markings. Highly flavored, excellent for eating, cooking and storage. Trees hardy and productive.

WINTER BANANA. Fancy market variety. Medium size fruit, lemon-yellow with bright red cheeks. Rich, banana flavor. Rapid grower.

HYSLOP CRAB. Leading Crab for home use and market. Large, round and smooth, with yellow skin and red coloring, overspread with purple bloom. Flesh yellow, crisp, juicy and sub-acid.

Prices all varieties except Cortland, special selected 2-year trees:

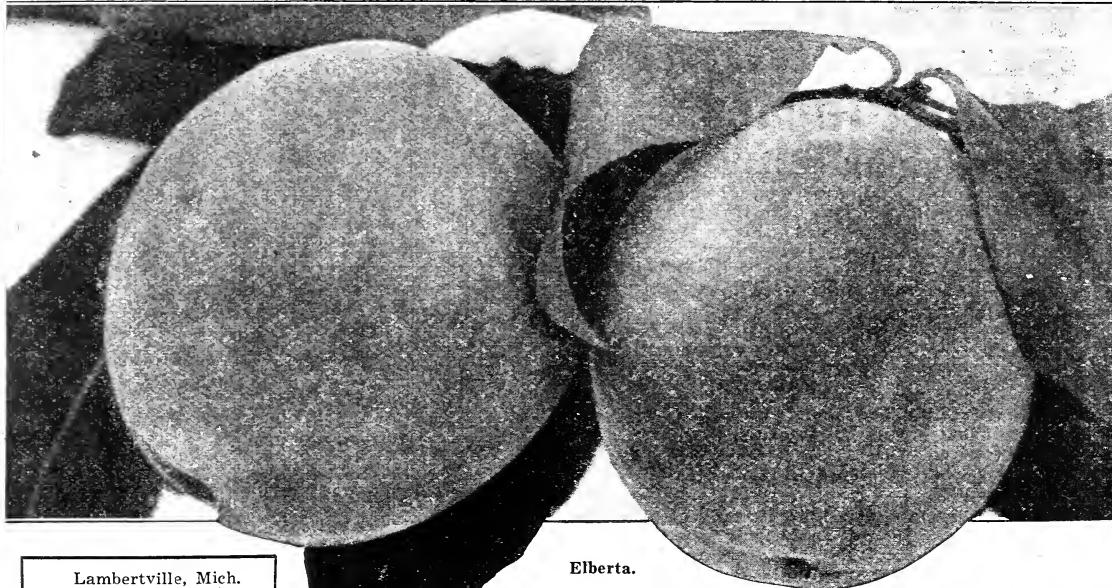
Each	3	10	25	50	100
\$0.35	\$1.00	\$3.00	\$7.00	\$12.50	\$23.50



grow Your Own Delicious Apples !

A FEW TREES WILL SUPPLY YOUR FAMILY

Michigan Brand PEACH



Lambertville, Mich.
"....those South Haven Peach trees I bought of you in 1929 were loaded with big, uniform fruit this summer. No more cheap nursery stock for me—I buy from Emlong from now on. Your stock is dependable."

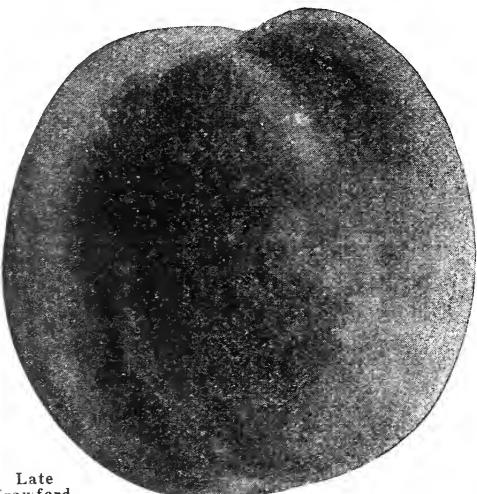
E. R. HOPKINS.

Elberta.

A Peach to Suit Every Taste and Purpose

Very few fruits enjoy such general popularity as Peaches. They combine delicious flavor, attractive appearance, and health-giving food values. Everyone can eat Peaches. Everyone knows that no Peaches can compare in flavor with those grown in Michigan, and Michigan grown for home use and commercial purposes. Our trees are hardy, bear young, are easy to care for, and the fruit is easy to harvest. Listed on these pages you will find all the profitable varieties of Peaches now grown for home use and commercial purposes. Our trees are guaranteed to be True-to-Name.

ROCHESTER. (Early Yellow Freestone). A large, yellow Peach with dark red markings. One of the best for eating, canning and shipping. Has a small pit, and exquisite flavor. Holds up well for general commercial purposes. Tree is a strong, upright grower and comes into bearing young. Very hardy.



Late Crawford.

The New South Haven "Leader of the Market." Whether you want Peaches for home use or market, South Haven is the kind to plant. A big Peach of golden yellow color with red cheek. Very attractive. South Haven combines all the good qualities of the famous Elberta (immense productiveness, large size, fine quality, excellent flavor, beautiful appearance) but it ripens 14 to 20 days earlier. Whole orchards are being planted to South Haven in the leading Peach belts of the country as far-sighted growers know that it will bring them big profits. The tree is hardy, healthy, vigorous, and its quick-growing, young-bearing habit is remarkable. (Picture on page 37). Price: 40c each; 3 for \$1.10; 10 for \$3.00; 50 for \$13.50.

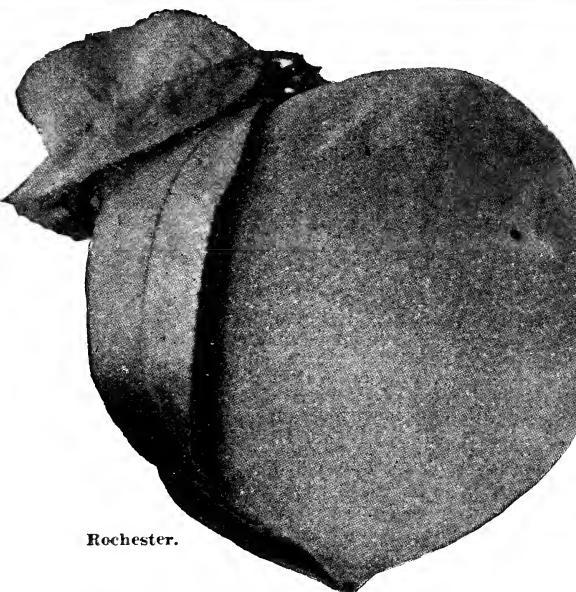
EARLY ELBERTA. (Early Yellow Freestone). Same shape and general manner as Elberta, but the fruit is larger. Yellow with red cheek. Flesh is yellow, fine grained and sweet. Excellent for home use or market. The tree is a prolific, annual bearer.

CHAMPION. (Early White Freestone). The earliest white Peach, and of the highest quality. Pale, yellowish white, mottled with red on the sunny side. Flesh white with red at the pit. Tree hardy.

Prices All Varieties Except South Haven
SPECIAL SELECTED ONE-YEAR TREES

Each	3	10	25	50	100
\$0.35	\$1.00	\$2.50	\$6.00	\$11.50	\$21.50

TREES *Favorites Everywhere*



Rochester.



Champion.

Midseason Varieties

Elberta "King of Midseason Peaches." This midseason yellow freestone variety is the leader wherever Peaches are grown for market. The fruit is large, firm, and juicy. A beautiful golden yellow color with bright red cheeks. The ideal fruit for canning, storage and shipping. Tree is hardy, healthy, vigorous and a heavy cropper. Succeeds everywhere. (Color picture on page 38).

J. H. HALE. (Midseason Yellow Freestone). Ripens a few days earlier than Elberta. Fruit is extra large, yellow with deep carmine blush. Excellent quality and flavor. Tree is hardy, a vigorous grower, and bears young. Does best when grown with South Haven, Elberta or Rochester.

BELLE OF GEORGIA. (Midseason White Freestone). A real money-maker. Fruit ships well and reaches the market in perfect condition. A large, white Peach with red cheek. Flesh white, firm, and highly flavored. Has become one of the leading commercial Peaches and brings a high price wherever offered.

Late Varieties

LATE CRAWFORD "Our Finest Late Peach." Large yellow freestone, having beautiful color, excellent flavor and quality. Flesh is yellow with red at the pit, juicy and melting. Tree hardy, vigorous and healthy.

GOLD DROP. (Medium-late Freestone). A Peach of medium size and golden color, both in flesh and skin. Very popular for canning because of its uniform shape and size, firm flesh and rich flavor. Tree is hardy and exceedingly productive.

HEATH CLING. (Late White Clingstone). The only cling we offer, and the best all-around favorite. Delicate, creamy white in color with attractive pink blush. Flesh white, slightly red at pit. A tender, sweet and juicy Peach. Valuable for canning and commands high prices on the market because of its beautiful appearance and keeping qualities.

Prices All Varieties Except South Haven

SPECIAL SELECTED ONE-YEAR TREES

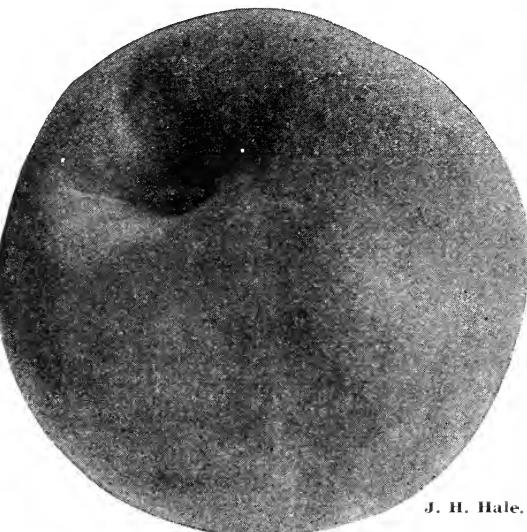
Each	3	10	25	50	100
\$0.35	\$1.00	\$2.50	\$6.00	\$11.50	\$21.50

MICHIGAN PEACH ORCHARD

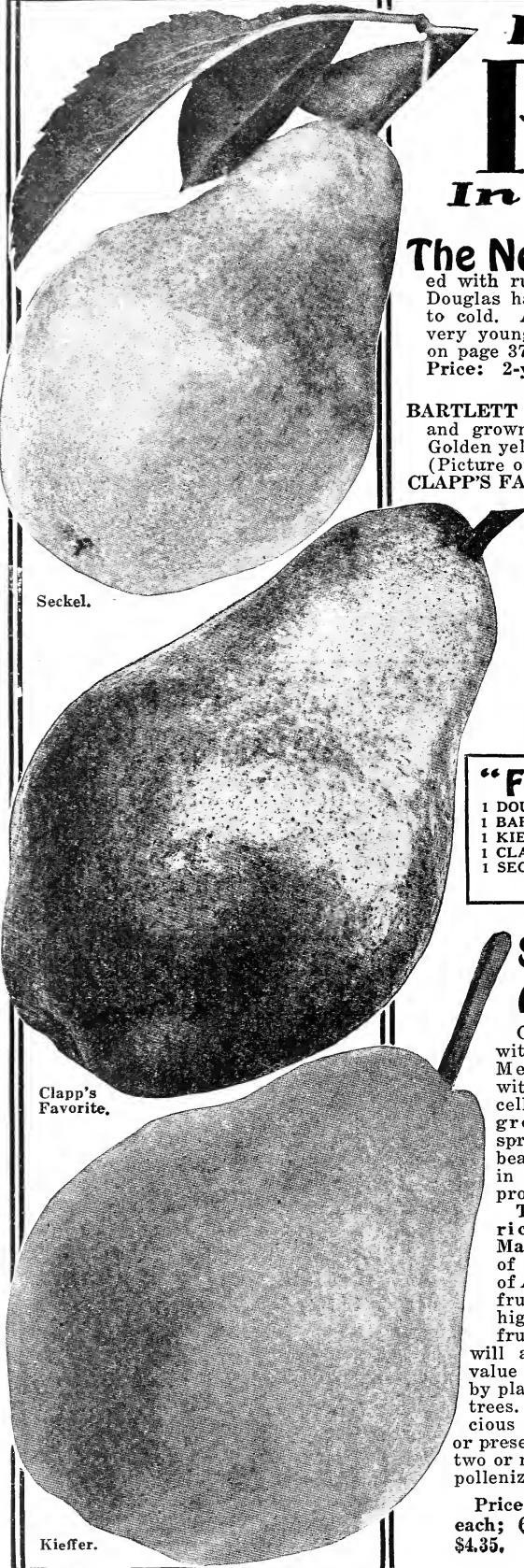
An orchard that will supply a variety of delicious peaches from early until late, for eating fresh, table use, canning and market:

1 New South Haven	1 Rochester
1 Early Elberta	1 Champion
1 Elberta	1 J. H. Hale
1 Belle of Georgia	1 Late Crawford
1 Heath Cling	1 Gold Drop

10 Selected 4-5 ft. Trees, \$2.35



J. H. Hale.



Have Luscious PEARS In Your Own Yard

The New Douglas Beautiful, large, smooth Pear with golden yellow color, flecked with russet. Flavor is delicious, sweet, melting and juicy. Douglas has the reputation of being blight-proof and resistant to cold. A regular cropper in all soils. Bears while tree is very young—some report having fruit the first year. (Picture on page 37).

Price: 2-yr. trees, 75c each; 3 for \$2.00; 10 for \$5.50.

BARTLETT (Summer). The popular Summer Pear which is known and grown everywhere. A heavy producer and ripens early. Golden yellow fruit with red cheek. Flavor and quality the best. (Picture on page 38).

CLAPP'S FAVORITE (Midseason). A large, pale lemon Pear with red cheek. Highly favored for eating as flavor is melting, sweet, buttery, texture fine. Tree a vigorous grower. Does well anywhere.

KIEFFER (Late). The old reliable canning Pear. Fruit is large, yellow, firm texture; excellent quality for shipping. A heavy cropper, and trees are very hardy.

SECKEL Sugar Pear. Widely grown for table use and preserving, pickling, etc. Fruit is small, very rich in flavor, and attractive in appearance. Tree succeeds everywhere, and bears heavily.

PRICES, SELECTED TWO-YEAR TREES:

Each	3	10	25	50	100
\$0.50	\$1.35	\$3.75	\$9.00	\$17.50	\$34.50

"FULL CROP" PEAR ORCHARD

- 1 DOUGLAS. Big russet.
1 BARTLETT. Best early.
1 KIEFFER. Extra late.
1 CLAPP'S FAVORITE. Delicious midseason.
1 SECKEL. Sugar Pear.

All 2-Year, 4-5 ft. Selected Trees.

\$195

Superb Apricot

Golden salmon color with orange blush. Medium size fruit with firm flesh and excellent flavor. Tree grows large and spreading and is a beautiful sight when in bloom. Hardy and productive.

The Best Apricot on the Market. Because of the scarcity of Apricots, this fruit brings a high price and fruit growers will add greatly to the value of their orchards by planting a few Apricot trees. The fruit is delicious to eat raw, in pies or preserved. Always plant two or more trees to insure pollination.

Price: 2-yr. trees, 50c each; 6 for \$2.75; 10 for \$4.35.

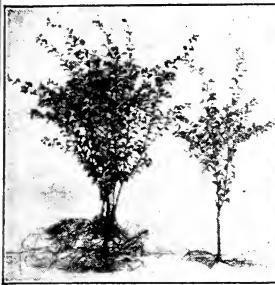
Superb
Apricot.

Clapp's
Favorite.

Kieffer.

Seckel.

100 SPIREA VAN HOUTTEI, \$6.50



Em long
Spirea.

Common
Spirea.



Spirea has Lasting Beauty—in Leaf and Bloom.

Dress up Your Yard with a Spirea Hedge, the World's Most Popular Flowering Shrub, at the Lowest Price in America

Spirea Van Houttei produces a mass of white flowers in clusters during May and June. Leaves are delicately shaped and stay on the bush the longest of any deciduous flowering shrub. Autumn colors. Thrives everywhere and is perfectly hardy. No better foundation shrub can be found, and the bushes make fine specimens. Enclose the back yard with Spirea or plant it in front of the house and keep it clipped. (Get your neighbors to order with you at our quantity rates). 2-yr. heavy rooted, well branched bushes, 15c each; 10 for \$1.00; 50 for \$3.50; 100 for \$6.50; 500 for \$27.50.

NOTE: Extra-heavy 3-yr. Spirea Van Houttei for specimen use, 25c each; 5 for \$1.00; 10 for \$1.85; 50 for \$7.50.

Misty Wonder

(Purple Fringe)

Large, magnificent shrub which produces masses of misty, purple blooms, borne in loose panicles and covering the entire bush. Often called "Smoke Tree" as it resembles a cloud from a distance. Strong, 2-yr., 18-24 inch bushes, 45c each; 3 for \$1.25; 10 for \$3.50.



High Bush Cranberry

Handsome green foliage that turns brilliant colors in fall. Bears large bunches of bright red berries, which remain all winter. White flowers in spring resemble Snowballs but more flat. Fruit attracts birds and is useful in making jellies. Strong, 2-yr., 18-24 inch bushes, 35c each; 3 for 95c; 10 for \$2.85.

Cut-Leaf Sumac

Graceful in its habits and dazzling in its fall color is this shrub with its shiny, deeply cut leaves that turn shades of red in autumn. Branches sweep downward and curl at ends. White flowers in July, followed by red fruits. Fine for massing, shrub borders, windbreaks, etc. Strong, 2-yr., 18-24 in. bushes, 45c each; 3 for \$1.20; 10 for \$3.50.



Beauty Bush

(Kolkwitzia)

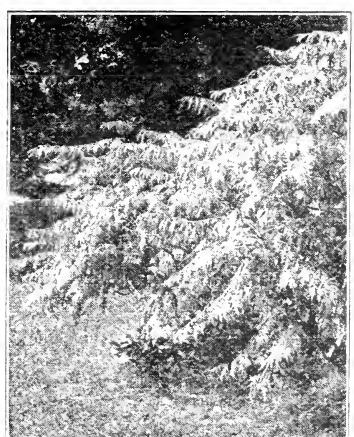
New and fascinating Chinese shrub. Clear pink, bell-shaped flowers with quaint brown markings in flower throats. Buds encased in fuzzy hoods that remain on seed pods after flowers have fallen. Soft, green foliage delightfully tinted with bronze, remains on bush late in fall. Medium size bush, very hardy. Supply limited. Well-rooted, 2-yr. stock, 50c each; 3 for \$1.25; 10 for \$3.50.



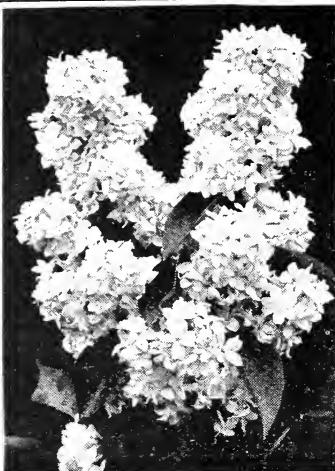
Misty Wonder.



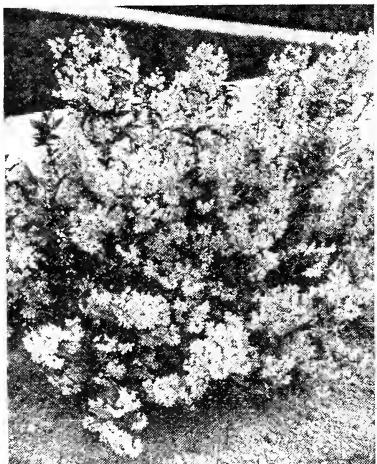
High Bush Cranberry.



Cut Leaf Sumac.



Favorite Lilac.



Deutzia Gracilis.



Pink Honeysuckle.

Any 10 of the Big Shrubs

All Two-Year, Heavy Rooted, Hardy

Warning! Don't confuse these shrubs with those offered by some firms as "Bargains."

These are all two or three year, heavy rooted, well-branched, 18- to 24-inch shrubs that are ready to bloom and produce an immediate beauty in your yard.



Hydrangea Arborensens Grandiflora.

LILAC, PURPLE FAVORITE. Large, loose panicles of purple flowers early in spring. Healthy, shiny foliage.
DEUTZIA GRACILIS, Dwarf. Graceful, low-growing shrub with arching branches. Tassel-like, white flowers borne all along the stems.

PINK TARTARIAN HONEYSUCKLE. Small, fragrant, pink flowers early in spring, followed by red berries. Glossy green leaves.

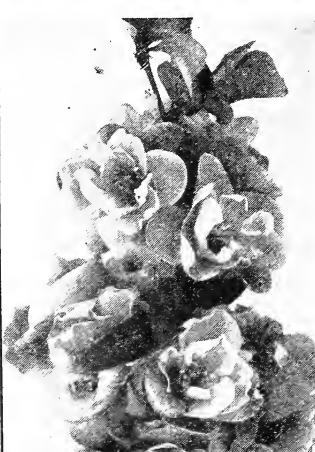
HYDRANGEA ARBORESCENS GRANDIFLORA (Hills of Snow). Large, flat, white blooms in June remain until autumn. Leaves larger than P. G. variety. Medium height shrub, does well in shade or sun.

SCARLET FLOWERING QUINCE (Cydonia Japonica). Flaming scarlet flowers of large size, all along the branches in May. Leaves glossy green, turn gay colors in autumn. Often used for hedges.

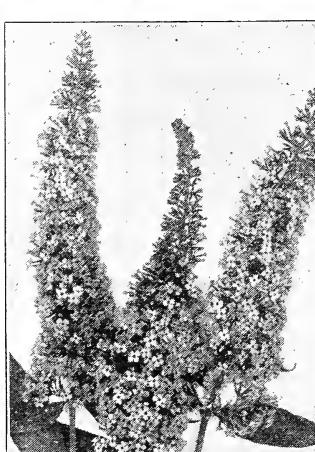
BUTTERFLY BUSH (Summer Lilac). Long spikes of violet-colored flowers July to October. Sweetly scented. Long, delicate green leaves. Semi-perennial.

FEATHERY TAMARIX. Graceful, slender branches with fine, feathery foliage. Tiny, pink flowers appear like plumes on ends of branches in April.

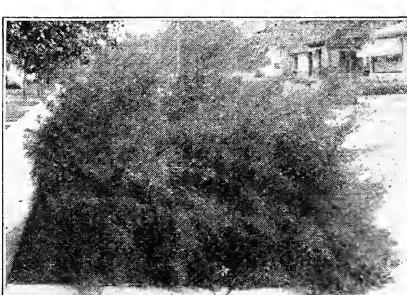
Prices: All shrubs on this page, heavy, 18- to 24-inch stock, 25c each; 3 for 65c; 10 for \$2.00.



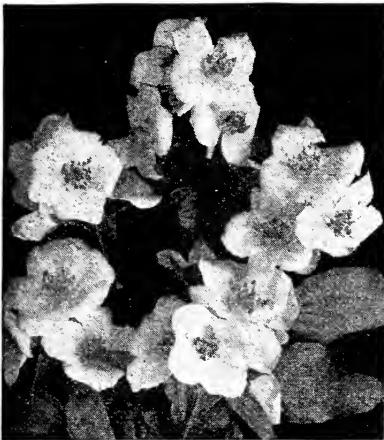
Scarlet Fl. Quince



Butterfly Bush.



Feathery Tamarix.



Syringa—Mock Orange.



Forsythia—Golden Bell.



Weigela Rosea.

Shown on These Pages, \$2.00 Field-Grown, Flowering Size

SYRINGA, MOCK ORANGE (*Philadelphus Coronarius*). A tall-growing, vigorous bush that produces shiny leaves, and white flowers with yellow centers during May. Sweetly scented.

FORSYTHIA, Golden Bell. Bright yellow bell-flowers produced in clusters all along the branches. Flowers appear before leaves in April.

WEIGELA ROSEA. Deep pink, trumpet-shaped flowers cluster along the stems. Fine for cutting. A graceful bush. Blooms May and June.

SHRUB ALTHEA, Rose of Sharon. Large flowers, some with double centers, in late summer. Leaves attractively cut. Often used for unclipped hedges. Colors: Red, Pink, White, Purple. (State choice). (See Tree Althea on page 50).

SPIREA THUNBERGI. A feathery vision of beauty with its fine leaves produced thickly along the branches and small, white, star flowers on ends of branches in spring.

DEUTZIA, PRIDE OF ROCHESTER. Very double, tassel flowers, white with shades of pink, cluster along the stems. Fine for cut flowers. Pointed leaves. Strong growing bush.

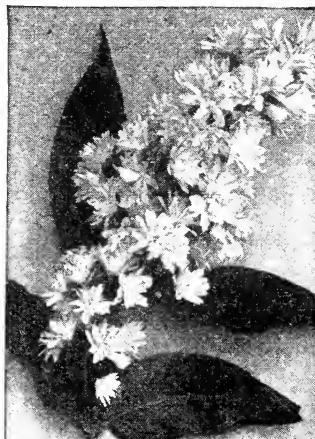
WHITE SNOWBERRY. Medium height shrub having small, pink flowers in spring which are followed by large clusters of white berries, remaining all winter. Leaves remain late into the fall.

INDIAN CurrANT, Red Snowberry or Coralberry. Same habit as the above shrub, but produces red berries.

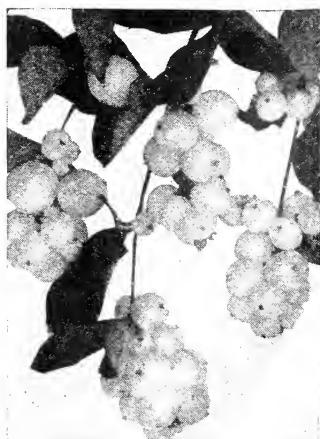
Prices: All shrubs on this page, heavy 18- to 24-inch stock, 25c each; 3 for 65c; 10 for \$2.00.



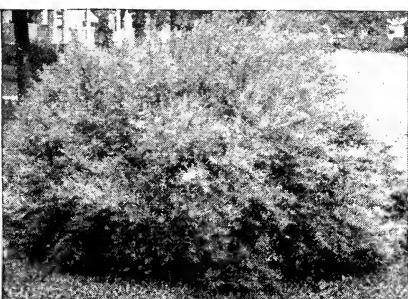
Shrub Althea—Rose of Sharon.



Deutzia, Pride of Rochester.

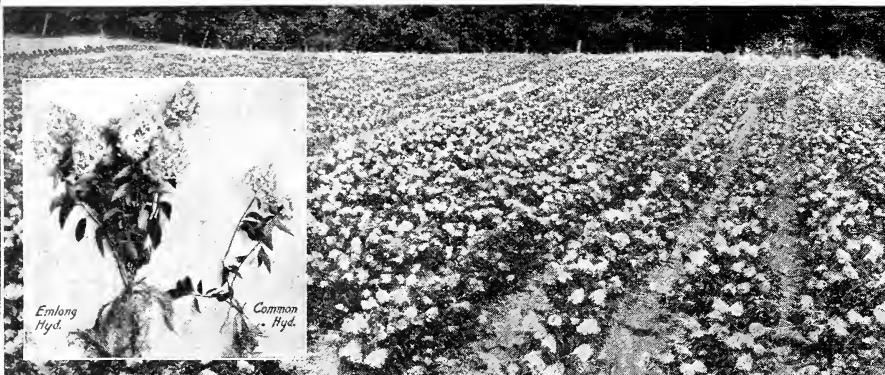


White Snowberry.



Spirea Thunbergii.

10 HYDRANGEA P. G., \$1.85



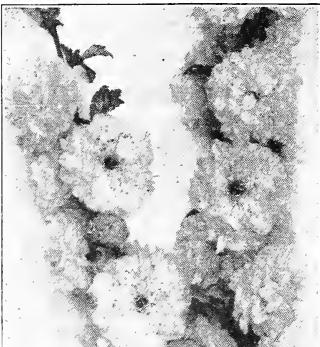
A Real Bargain—2-yr., 18-24 inch bushes, 25c each; 5 for \$1.00; 10 for \$1.85; 50 for \$8.00.



Weigela Eva Rathke.

Weigela, Eva Rathke

Dark, velvety red, trumpet-shaped flowers cluster along the branches from June until August. Graceful, arching branches. Medium height bush. 35c each; 3 for \$1.00; 10 for \$2.95.



Pink Flowering Almond.

Pink Flowering Almond

Small shrub with upright branches covered entire length with double pink flowers that look like roses. Blooms early, before leaves open. 40c each; 3 for \$1.00; 10 for \$2.95.

About Emlong Stock

The shrubs listed below are all heavy-rooted, well-branched and ready to bloom. They are two to three years old and measure 18 to 24 inches in height. Do not compare our stock with spindly shrubs offered by some firms as "Bargain Stock" for our bushes are carefully selected, high-grade stock.

LANDSCAPE ADVICE FREE

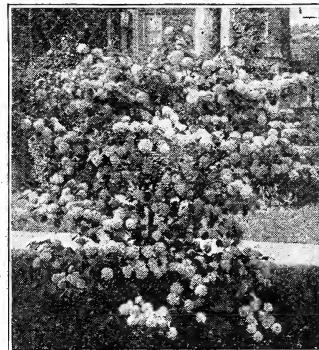
To all customers requesting special help. Also free planting plans for orders amounting to \$15.00 or more. Write for details if interested.

PLANTING BOOKLET FREE

With orders amounting to \$2.00 or more. Tells how to plant and care for Ornamental Nursery Stock. 5c per copy with smaller orders.

Bungalow Planting \$2.85

12 SPIREA VAN HOUTTEI, 2-yr.
10 GREEN BARBERY, 2-yr.
6 HYDRANGEA P. G., 2-yr.



Snowball.

Multi-Flowered Snowball

Large, white balls of flowers early in spring. Beautifully cut, three-lobed leaves which turn red and purple in autumn. 40c each; 3 for \$1.00; 10 for \$2.95.

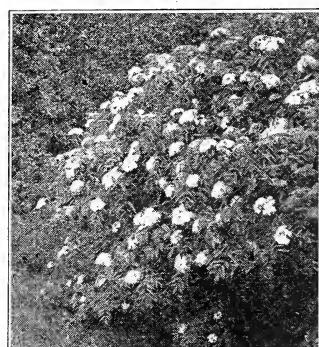


Crimson Spirea.

Crimson Spirea

(Anthony Waterer)

Crimson-red flowers borne in large, flat clusters in late summer. Continues to bloom a long time. Leaves long and slender, slightly variegated. Small bush. 35c each; 3 for \$1.00; 10 for \$2.95.



Golden Elder.

Golden Elder

Bright yellow leaves when planted in sunny place. Large, flat clusters of white flowers, followed by purple berries. A real novelty. 35c each; 3 for \$1.00; 10 for \$2.95.

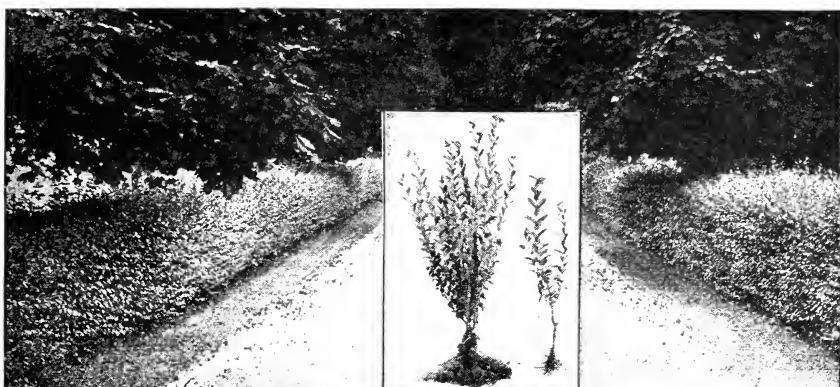
100 Ft. HARDY HEDGE, \$5.85

Genuine Amoor River North Privet at the lowest price in history!

And when Emlong offers Privet it's big, stocky, heavy rooted, well-branched specimen bushes, measuring 18 to 24 inches tall! We grow Privet on some of our richest soil, which insures strong root growth and gives you a real hedge in the shortest possible time.

Amoor Privet is the hardiest of all Privets, and the only kind recommended for the North. The foliage is dark, glossy green, not subject to blight, and is retained far into the winter. White flowers are followed by berries.

Set the plants one foot apart for a narrow hedge, and for a wide hedge plant two rows, alternating the plants. Cut the tops back one-half when planting to insure a bushy growth from the bottom. Also fine for unclipped hedges in the back yard. Heavy, 3-yr. stock, 10 for \$1.00; 50 for \$3.50; 100 for \$5.85; 500 for \$24.95.



An Inviting Drive Bordered with Amoor River Privet.

Emlong Privet.

Common Privet.

California Privet Hedge

\$4.50 Per Hundred

Dark, glossy green leaves free from insects and scale. Grows in all soils and retains leaves nearly all winter in the south. Not hardy in far North. Heavy, 2-yr. branched stock. Price: 10 for 65c; 100 for \$4.50; 500 for \$20.00.



A Neat Fence of California Privet.

Regel Privet

Strong, very hardy hedge with shiny, dark leaves. Grows bushy, but not as tall as Amoor River. Branches spread horizontally, with drooping ends. Fine for low hedges and foundation plantings. Strong, 2-yr. bushes, 10 for \$1.50; 50 for \$6.00; 100 for \$10.00.

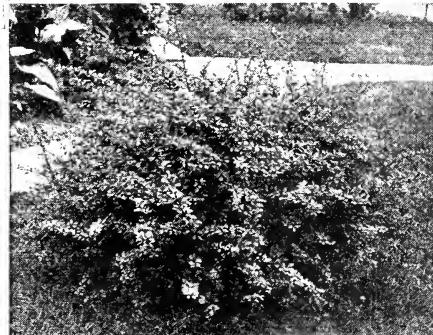
Red Barberry

Produces a brilliant and luxurious appearance in the landscape! Branches are more upright than the green variety, and leaves slightly larger. Color changes from purplish red to tones of lighter red and bronze in fall. Beautiful as specimen bushes, clumps around the doorway or in front of larger shrubs and evergreens. Prices: 2-yr. well-rooted bushes, 35c each; 3 for \$1.00; 10 for \$2.85.

Green Barberry

\$6.85 Per Hundred.

Lowest price in the history of our business for strong, 2-yr. well-rooted, branched, rust-proof Barberry plants! You can't plant too much Barberry in your yard, for its bright green leaves, turning to dazzling shades of red, orange and gold in the fall, followed by red berries which remain all winter, make it a sight of endless delight. Perfectly hardy, grows on all soils, may be pruned at any time of the year. Beautiful as specimen bushes, clumps, hedges, and borders for tall shrub plantings. Prices: 2-yr. heavy rooted, branched stock, 15c each; 10 for \$1.00; 100 for \$6.85.



Red Barberry Bush.

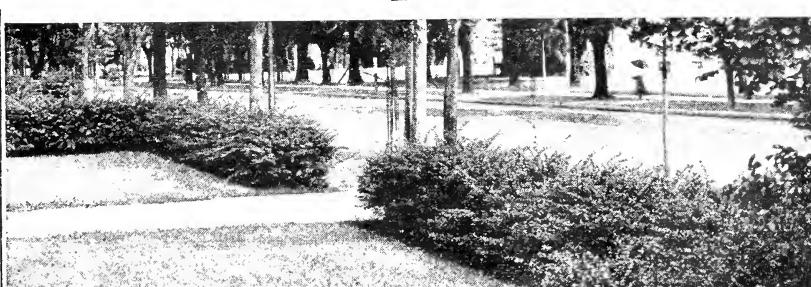
Special Offer

Extra-heavy clumps of 3-yr. Green Barberry, measuring about 18 to 24 inches tall, 30c each; 3 for 85c; 10 for \$2.25; 25 for \$4.95.



Emlong Barberry.

Common Barberry.



Japanese Barberry—A Delightful Border for the Lawn.

Bright Flowering Trees

6 Flowering Trees \$3.25

One each of the following: Bechtel's Crab, Rose Tree of China, Tree Hydrangea, Fl. Dogwood, Purple Leaf Plum, Althea (any color).

You'll be surprised how these gay little trees will brighten up your yard! Scatter them around in the shrub plantings or use them as lawn specimens. Our trees are well-rooted, sturdy and branched.

Althea

(Rose of Sharon)

Large flowers in great number cover this tree in late summer and last until late fall. A shapely tree that grows to a height of 6 to 8 feet. Colors: Red, White, Pink, Purple. State choice. Strong, 2-3 ft. trees, 45¢ each; 3 for \$1.25; 10 for \$3.50. (See Shrub Althea on page 47).



Purple Leaf Plum
(Prunus Pissardi).

Purple-Leaf Plum

(Prunus Pissardi)

Small, round-topped tree with white flowers in spring. Showy, reddish purple leaves that deepen in color through the summer. Lends a brilliant touch to the color scheme. Strong, 2-3 ft. trees, 50¢ each; 3 for \$1.35; 10 for \$4.50.



Rose Tree of China
(Prunus Triloba).

Rose Tree of China

(Prunus Triloba)

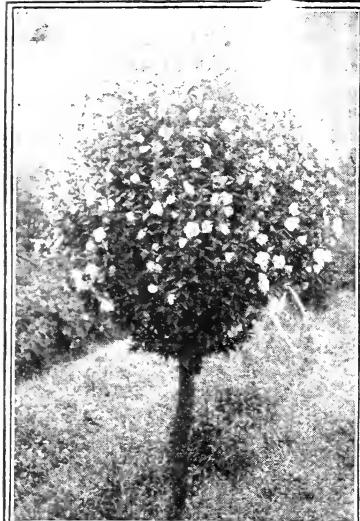
Blooms early in spring before leaves open. Double pink flowers with yellow centers cover the entire length of branches. Fine for cut flowers. Attractive foliage takes bright hues in autumn. Strong, 2-3 ft. trees, 50¢ each; 3 for \$1.35; 10 for \$3.50.

Flowering Dogwood

White flowers in early spring followed by ornamental berries. Attractive leaves turn red in fall, and bright red branches are attractive all through the year. Strong, 2-3 ft. trees, 60¢ each; 3 for \$1.50.

Bechtel's Flowering Crab

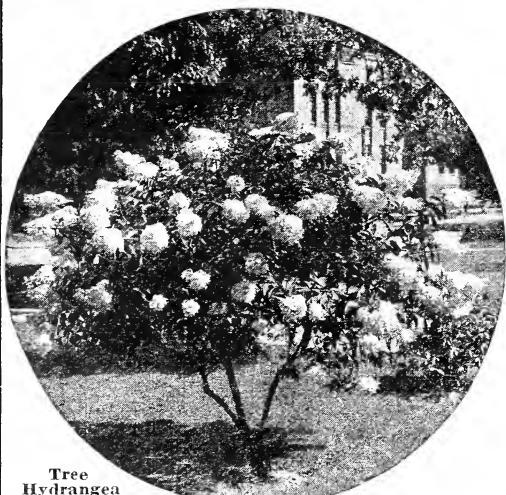
Most beautiful flowering crab. Large, double, pink blossoms resemble small roses and cover the tree in early spring, remaining a long time. Green leaves attractive throughout the summer. Grows 8 to 10 feet tall. Strong, 2-3 ft. trees, 60¢ each; 3 for \$1.50; 10 for \$4.50.



Althea,
Rose of Sharon.



Bechtel's Flowering Crab.



Tree
Hydrangea
P. G.

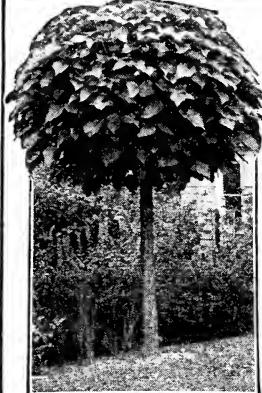
Tree Hydrangea P. G.

Tree form of the famous Hydrangea P. G. described on page 48. Same large white flowers, turning rose in autumn. Height at maturity, 5 ft. Strong, 2-3 ft. trees, 75¢; 3 for \$2.00; 10 for \$6.00.



White Flowering Dogwood
(Red Branch).

Selected Shade Trees at Prices You Can Afford



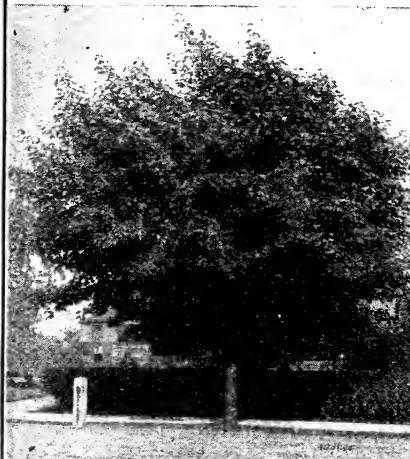
Catalpa Bungei.

Extra Special

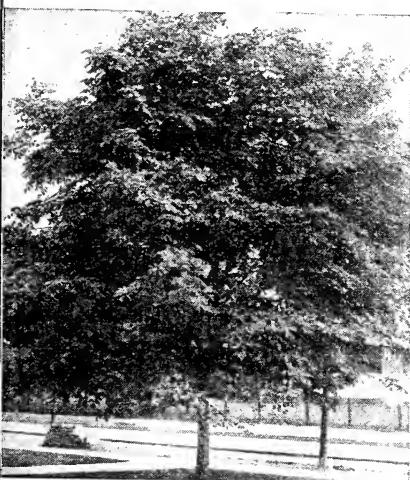
We have a large block of nicely branched Silver Maple and Lombardy Poplar that must be moved this spring. These trees are 5 ft. and up in height.

Priced as follows:

6	10	50	100
\$1.75	\$2.50	\$11.50	\$21.50



Silver Maple.



Chinese Elm.

Umbrella Catalpa

(*Catalpa Bungei*)

Tree has a dense, round head, grafted on a tall, straight stem. Large leaves. Does well anywhere. Very popular for small yards, formal gardens, driveway plantings, etc. 5-6 ft. trees, 85c each; 3 for \$1.50; 10 for \$6.85.

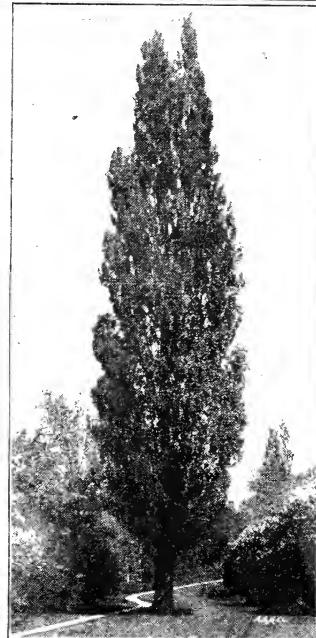
Lombardy Poplar

A tall, stately tree. Glossy green leaves, with a silvery surface beneath. Very valuable for formal plantings, backgrounds, wind-breaks, etc. 5-6 ft. trees, 50c each; 3 for \$1.25; 10 for \$3.50.

Silver Maple

(Soft Maple)

Rapid grower. Delightful spreading habit, and forms well-shaped tree. Leaves dark green with lighter lining. 5-6 ft. trees, 65c each; 3 for \$1.50; 10 for \$4.50.

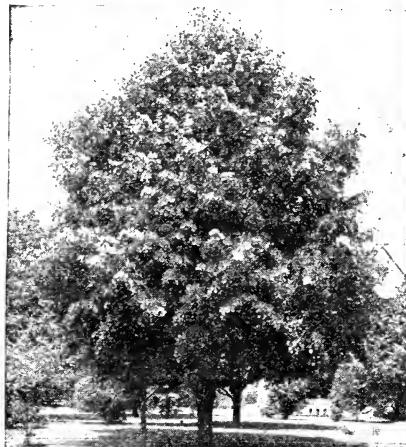


Lombardy Poplar.

Sugar Maple

(Hard Maple)

Chief of the Maples. Straight grower, spreading branches, symmetrical shape. Large leaves turn yellow and scarlet in autumn. Excellent for street planting and specimen. Strong, 5-6 ft. trees, \$1.50 each; 3 for \$4.00; 10 for \$11.50.



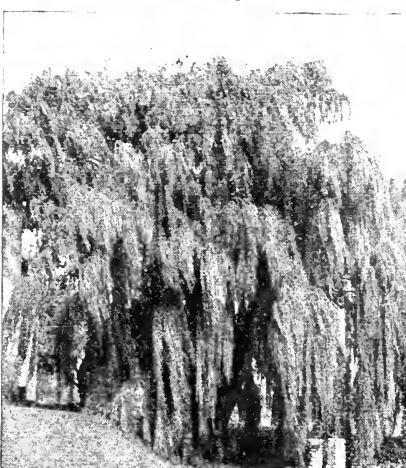
Sugar Maple.

Chinese Elm

A rapid grower but very durable. Grows on all soils. Leaves broader than other Elms, and top is well-rounded and of spreading habit. Excellent street tree. Strong, 5-6 ft. trees, 75c each; 3 for \$2.00; 10 for \$6.50.

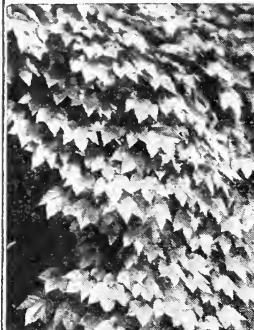
Wisconsin Weeping Willow

Long, fine leaves borne on sweeping branches that reach to the ground when tree is a few years old. Grows rapidly and does well anywhere. Strong, 5-6 ft. trees, 75c each; 3 for \$2.00; 10 for \$5.50.



Weeping Willow.

6 Climbing Vines, \$2.50



Boston Ivy.

One each of the following strong, 2-yr. vines—enough to decorate an entire arbor, for \$2.50.

BOSTON IVY. Best for climbing on buildings and walls. Three-lobed green leaves turn scarlet in fall. Blue berries. Hardy vine. 50c each; 3 for \$1.35.

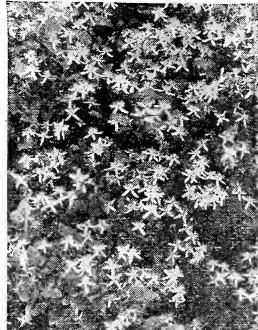
CLEMATIS PANICULATA. White, star-shaped flowers cover this vine in fall. Shapely, light green leaves. Quick grower. 50c each; 3 for \$1.35.

PURPLE WISTERIA. Loose clusters of purple, pea-shaped flowers. Compound leaves. Beautiful for pillars, arbors and trellises. 60c each; 3 for \$1.50.

DUTCHMAN'S PIPE. Large, heart-shaped leaves. Yellow flowers resembling a pipe. Grows rapidly and makes abundant shade. 60c each; 3 for \$1.50.

CLEMATIS JACKMANI. Large purple flowers measuring an inch across. Very showy. For pillars, trellises, arches, etc. 65c each; 3 for \$1.65.

AMERICAN BITTERSWEET. Large clusters of orange-crimson fruits hang on this vine all winter. Make charming winter bouquets. Glossy green leaves turn yellow in fall. 65c each; 3 for \$1.65.



Clematis Paniculata.



Purple Wisteria.



Dutchman's Pipe.



Bittersweet.



Clematis Jackmani.

100 GLADIOLUS BULBS, \$1.75

Flowering Size - Mixed Colors

Complete your flower garden with a liberal planting of "Glads" this year. Flowering-size bulbs planted in spring bloom this fall.

FAVORITE, LARGE-FLOWERING VARIETIES

CRIMSON GLOW. Bright, glistening red.

EVELYN KIRTLAND. Lovely, rose-pink with lighter shadings.

ANNA EBERIUS. Dark, velvety purple; deeper shade at throat.

AMERICA. Popular light, lavender-pink.

PEACE. Large white with wine-colored markings.

SCHWABEN. Soft, clear yellow. Red stripe on lower petals.

Price of named varieties: 12 for 65c; 25 for \$1.25; 50 for \$2.25; 100 for \$3.85.

50 GLADIOLUS BULBS, MIXED COLORS, POSTPAID ANYWHERE, \$1.00.

**Grow Glads
— Sell Cut Flowers**

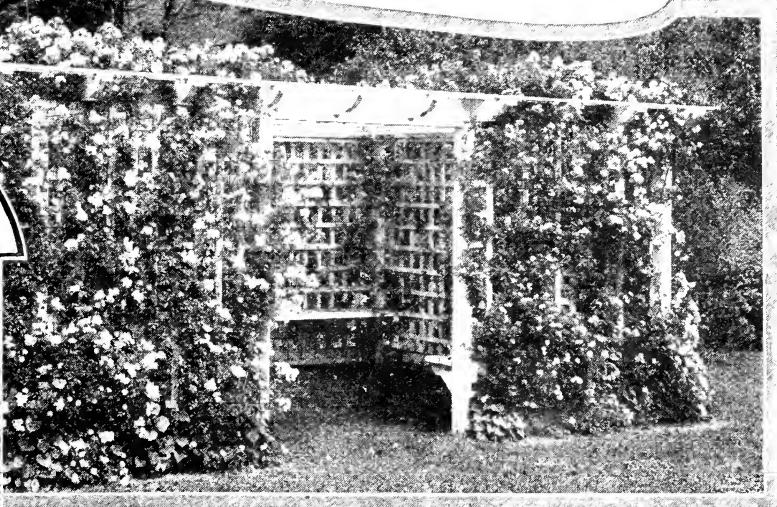
With a small plot of ground and a very little time you can grow thousands of gorgeous Glad blooms to sell to florists, neighbors and passing motorists.

**SPECIAL PRICE, MIXED
COLORS, FLOWERING SIZE:
1000 big bulbs, \$10.00.**



ROSE ARBOR 10 2yr. Bushes \$2.35

- 1 Yellow Gardenia
- 1 Blue Veilchenblau
- 1 Paul's Scarlet Cl.
- 1 Wh. Dorothy Perkins
- 2 Cl. American Beauty
- 2 Crimson Rambler
- 2 Pink Dorothy Perkins



Paul's Scarlet Climber.



Rambler and Climbing

Roses

For trellises, arbors, arches, fences, etc. Strong, 2-yr. field-grown bushes, all well rooted.

CLIMBING AMERICAN BEAUTY. Large, rose-colored flowers borne singly in great quantities.

GARDENIA YELLOW CLIMBER. Clear, soft yellow blooms in great profusion. A strong grower. Most dependable yellow variety.

CRIMSON RAMBLER. Crimson-red blooms in large clusters completely cover the vine. Hardy, strong grower. Best Red Rambler.

VEILCHENBLAU BLUE RAMBLER. Rosy purple flowers, turning light blue when fully open. Rare and unusual. Vigorous vine, healthy foliage.

DOROTHY PERKINS. Shell-pink flowers in large clusters. Delicate scent. Flowers remain a long time. Vine hardy and healthy.

WHITE DOROTHY. Same as above but flowers are creamy white.

Prices: The above 6 varieties, 30c each; 3 for 85c; 10 for \$2.50.

Paul's Scarlet Climber The reddest Rose that grows. No better climber has ever been introduced! Flowers large, semi-double, deep scarlet, borne in loose clusters. Never fades in sun but

retains flowers a long time. Grown as a pillar rose, climber, or bush. 35c each; 3 for \$1.00; 10 for \$2.95.

Baby Ramblers

10 for \$2.50

Polyantha Roses are especially fine for massing in solid beds to produce a lively color in the yard. Plant them instead of perennial flowers. Require no care except to pick off the old stems when through blooming.

Plants are dwarf (15 to 18 inches at maturity). Flowers double, borne in large clusters, and bloom continuously throughout the summer. Plant them freely in beds, borders, flower gardens, and for potted plants. Colors: Crimson-red, bright pink, brilliant orange, or white.

Prices: 30c each; 3 for 85c; 10 for \$2.50; 25 for \$5.75.

EMLONG'S NURSERY
Stevensville, Mich.



Bed of Baby Ramblers.

Hardy Everblooming Roses

10 For \$3.25



Grootendorst Shrub Rose

Flowers borne in large clusters, each single bloom well formed and fluffy. Blooms early summer until Snowfall. Foliage deep green and very distinctive. Resistant to disease. Fine for specimen bushes, hedges, shrub borders, etc. Orange fruits in fall. Colors: Ruby-red or deep pink. 55c each; 3 for \$1.50; 10 for \$4.50.

PAUL NEYRON (The Peony Rose). Very double, extra-large, heavy, ruddy pink blooms borne on sturdy stems. Hardy, nearly thornless.

Prices: 40c each; 3 for \$1.10; 10 for \$3.25.

New Varieties

Talisman Brilliant orange-red buds; high-pointed blooms of golden yellow stained with coppery red inside petals. Vigorous and hardy. Most magnificent Rose of the century.

President Herbert Hoover A riot of contrasting colors. Shades of deep cerise-pink, orange and yellow. Long pointed buds; deep, full flowers. Exquisite scent.

Etoile de Hollande Deep, dark, velvety red, delicately perfumed. Large, full flowers. Hardy, vigorous grower. Blooms continuously.

Kaiserin Augusta Victoria Long, pointed buds; large, double, white flowers. Deliciously fragrant. Hardy, vigorous; blooms early to late.

Golden Emblem Deep, orange-gold color, splashed with carmine on outside of petals. Petals form interesting roll. Glossy, healthy foliage. A magnificent beauty.

Briarcliffe Bright, clear, rose-pink with lighter markings. High-pointed center, with rolled petals. Sweetly scented. Dark foliage resistant to disease. Charming and beautiful in form and color.

Prices: Six varieties above, 60c each; 3 for \$1.60; 10 for \$4.95.

EMLONG'S ROSE BUSHES HAVE BECOME FAMOUS throughout the country because they are hardy, well-rooted, field-grown, 2-yr. selected bushes, ready to bloom the first year. We offer the most showy and free-blooming varieties—a Rose to suit everyone.

Hybrid Teas

AMERICAN BEAUTY. Deep pink, approaching crimson. Large blooms. Very fragrant.

MRS. AARON WARD. Deeply cupped buds of delicate, creamy yellow, shaded orange.

GRUSS AN TEPLITZ. Brilliant velvety red. Sweetly scented. Hardy, profuse and continuous bloomer.

LOS ANGELES. Extra large flowers. Salmon-pink, shaded with coral and orange at base of oddly curled petals.

PREMIER. Clear pink, with exquisite shadings of cerise and yellow, and rolled petals. Distinct in shape and color.

SOUV. DE CLAUDIO PERNET. Deep yellow, evenly colored. Long petals, pointed buds. Large flower when open.

RED RADIANCE. Deep, carmine-rose. Large, full, globular flowers, charming form and fragrance. Sturdy, hardy bushes, free from disease. Blooms continuously and freely—"Queen of Rose-Red Flowers."

PINK RADIANCE. Same form, shape and fragrance as above, but a charming deep pink with silvery pink inside of petals, which roll outward. Too beautiful to describe. Blooms freely five or six months.

Prices: 40c each; 3 for \$1.10; 10 for \$3.25.

Hybrid Perpetuals

GENERAL JACQUEMINOT. Deep red, with many velvety petals. Richly fragrant, blooms freely and continuously.

FRAU KARL DRUSCHKI (Snow Queen). Very large, delicately formed, creamy white flowers. Hardy, healthy, and a continuous bloomer.



Pink Radiance.

SIX BRILLIANT! NEW VARIETIES

Only \$2.85 .

A truly distinctive offer! Six carefully selected, 2-year field-grown specimen bushes, offering the new popular varieties in all beautiful colors. Order early. Why not give this collection to your friends as a gift?

- | | |
|----------------------------|-----------------------------|
| 1 Talisman | 1 Briarcliff |
| 1 Etoile de Hollande | 1 Golden Emblem |
| 1 President Herbert Hoover | 1 Kaiserin Augusta Victoria |
- (See opposite page for complete description).

Talisman.



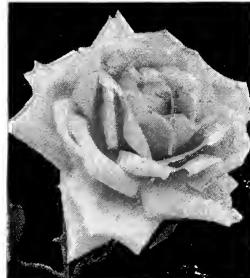
Etoile de Hollande.



Pres. Herbert Hoover.



Kaiserin Augusta Victoria.



Briarcliff.

Golden Emblem.

GARDEN OF BEAUTY

A whole garden of gorgeous, fragrant blooms for only \$3.00. Every bush a 2-year, heavy-rooted, field-grown specimen.

- | | |
|----------------------------|-----------------------|
| 1 Mrs. Aaron Ward | 1 General Jacqueminot |
| 1 Premier | 1 Frau Karl Druschki |
| 1 American Beauty | 1 Gruss an Teplitz |
| 1 Red Radiance | 1 Los Angeles |
| 1 Souv. de Claudius Pernet | 1 Paul Neyron |

10 Strong Bushes, \$3.00



Mrs. Aaron Ward.



Gen. Jacqueminot.

"BIG BOUQUET" COLLECTION

Selected for large, shapely blooms; continuous blooming; sturdiness of bush, and resistance to disease.

- | | |
|--------------------|-----------------------|
| 1 Red Radiance | 1 General Jacqueminot |
| 1 Pink Radiance | 1 Golden Emblem |
| 1 Frau K. Druschki | 1 Paul Neyron |

6 Strong, Two-Year Bushes, \$1.95



Premier.



Red Radiance.



Los Angeles.



Frau Karl Druschki.



American Beauty.



Souv. de Claudius Pernet.



Paul Neyron.



Gruss an Teplitz.

WEIGELA EVERGREEN

BECHTEL'S

BUTTERFLY BUSH

SPIREA VAN HOUTTEI

SHRUB BARGAINS

100 SPIREA \$ 6.50
100 AMOOR PRIVET \$ 5.85

Ray of Color Planting

1 LILAC - 1 FL. ALMOND
2 HYDRANGEA P.G. - 3 SPIREA VAN H.
1 BUTTERFLY BUSH - 1 WEIGELA E.R.
1 BECHTEL'S FL. CRAB TREE

PURPLE LILAC

10 Big Shrubs

\$ 2.35

GENERAL
JACQUEMINOT
ROSE

SOUVENIR
DE CLAUDIO PERNET
ROSE

GENERAL JACQUEMINOT ROSE

AMERICAN

100%